

## **Historic, Archive Document**

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CONTRACT  
AND  
GENERAL TRADE LIST  
OF  
“MERIT” FLOWER SEEDS

CROP of 1943

*To the Seed Trade only*



TRADE MARK

THESE PRICES EFFECTIVE ON ALL SALES  
AFTER JUNE 1, 1943

Waller-Franklin Seed Co.

WHOLESALE GROWERS

GUADALUPE, CALIFORNIA, U. S. A.

*Cable Address "Waller, Guadalupe"*

# Foreword

## TO THE TRADE:

We take pleasure in presenting our 1943 general trade list of MERIT FLOWER SEED.

Notwithstanding the wartime conditions which seriously affect the production of flower seed, we are glad to be able to offer our regular customers a percentage of the quantity of most of the items that they obtained from us last season.

Our plantings are limited on all varieties with the result that amounts produced will not be large, but we shall make an equitable distribution of all the available seed among our regular customers on a basis of the quantity that they had on order with us for crop of 1942.

In planning the acreage to be planted for the 1943 crop, serious consideration was given to three widely different growing programs, each of about equal importance. To completely satisfy one meant the abandoning of the others.

First: Should we, regardless of conditions, attempt to produce the usual amount of flower seed?

Second: Should we, in support of the war program, devote all of our land and effort to the growing of essential food crops and the production of vegetable seed?

Third: The production of flower seed requires more field labor per acre than most crops. In this area field labor is critically short, and before the harvest of the 1943 crop has been completed, all field labor may be drafted for work on food crops. In view of this, we felt a keen desire to plant only crops that could be handled almost entirely with machinery.

After weighing these factors, we decided to plant sufficient flower seed acreage of all of the important items to provide our regular customers with a percentage of the quantity that they normally obtain from us. In support of the war effort, a large portion of our land will, for this season, be devoted to essential food crops and the production of vegetable seed for the Government. We feel in such a program that we will be entitled to our share of the available field labor and other farming essentials for all crops.

We are justly proud of the esteem and favor our stocks have attained, and for the duration we shall as usual devote much of our time and land to the improvement of existing strains.

To the seed trade we extend a most cordial invitation to visit our trial grounds and our extensive ranches, and personally acquaint themselves with the purity of our cultures. We shall be glad to supply trials gratis to any member of the Seed Trade.

We again welcome the opportunity to thank our patrons for their generous support in the past and will do our utmost to justify its continuance.

## **GENERAL CONDITIONS OF DELIVERY**

For every order that we shall accept, we have sufficient land planted to produce the desired quantity of seed under normal conditions.

Should the outcome of the crop be lower than our estimation, orders will be filled pro rata only. Crop failure or any other cause beyond our control releases us entirely from delivery.

We give no warranty, express or implied, as to the productiveness of any seeds or bulbs we sell and we will not be in any way responsible for the crop. Our liability in all instances is limited to the purchase price of the seed.

## **TERMS**

All seeds are quoted f.o.b. Guadalupe, California, for delivery after harvest crop of 1943, 60 days acceptance net, less 2% cash thirty days. All invoices payable in U. S. dollars only.

All overdue accounts subject to sight draft without further notice.

Bags and containers will be charged at cost and are not returnable.

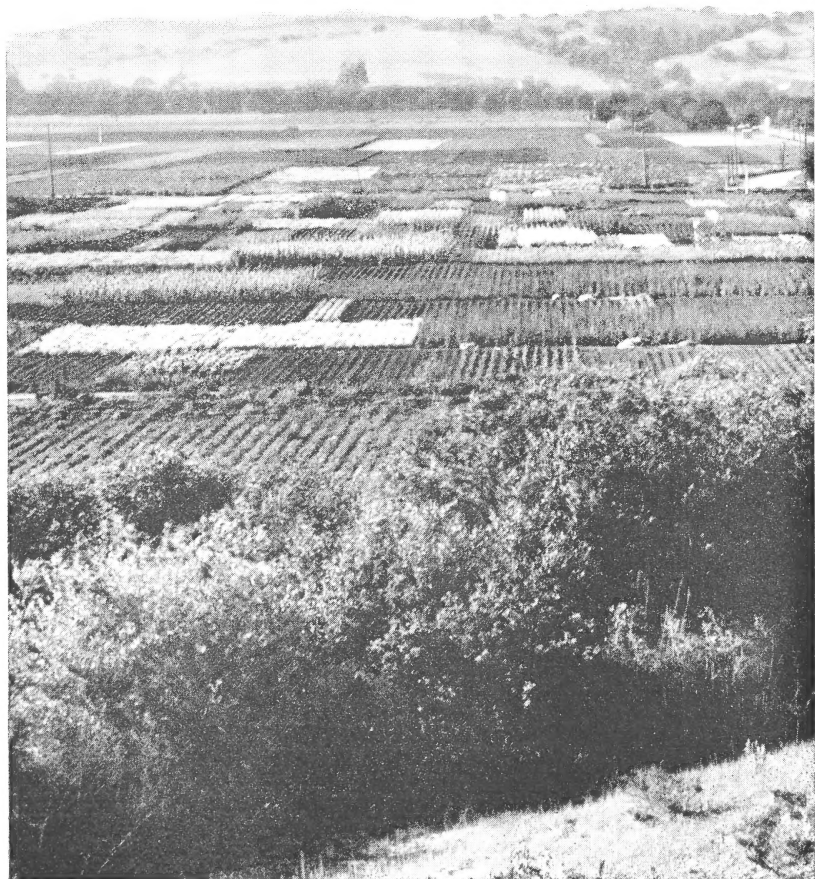
While we are confident that prices given in this catalog are fair, we shall be pleased to have the opportunity of meeting any reasonable competition of houses of repute.

We reserve the right to change prices in this list at any time.

<p><b>Three Ounces or Under at Ounce Rate</b> <b>Four Ounces or Over, Pound Price Allowed</b></p>
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**WALLER-FRANKLIN SEED COMPANY**

WALLER-FRANKLIN SEED COMPANY



*Arroyo Grande Ranch.*



## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### ABRONIA UMBELLATA GRANDIFLORA (Sand Verbena) annual

\* Pink, trailing .....\$0.25    \$2.50

### ACROCLINIUM DOUBLE (Helipterum Roseum)

\* New Large Flowered Double Hybrids, fine florist  
flower, new colors, large flowers..... .35    4.00

### AGAPANTHUS UMBELLATUS (Lily of the Nile) greenhouse plant

\* Blue, 3 ft. .... 1.35    16.00

### AGATHEA (Blue Marguerite) (Cape Aster) greenhouse plant

\* Coelestis (Felicia Amelloides) 2½ ft..... .85    10.00

### AGERATUM MEXICANUM (Floss Flower) annual

#### AGERATUM WALLER-FRANKLIN IMPROVED STRAINS

These strains are the result of many years of careful selection.

#### Blue Ball

The plants are compact and four to five inches high. The growth is most uniform and even. The broad green foliage is almost completely smothered with flowers of the richest shade of blue.

Price per oz. \$2.10, per lb. \$25.00

#### Midget Blue

A very fine dwarf Ageratum growing not more than 2 to 3 inches high with delicate fine foliage, which is practically smothered with small true Ageratum Blue flowers.

This is really the first dwarf Ageratum that we have found that will come uniformly dwarf and true to color from seed. Silver Medal A.A.S. '39.

Price per oz. \$3.50, per lb. \$40.00

* Blue Ball, dwarf blue, 4 in.....	1.00	12.00
* Blue Cap, miniature flowers, 4 in.....	2.10	25.00
Blue Perfection, 8 in. ....	.65	8.00
Fairy Pink (Waller-Franklin) soft salmon rose pink.....	4.20	50.00
* Little Blue Star, 4 in.....	1.25	15.00
Purple Perfection, 6 in. ....	.65	8.00

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## ALYSSUM BENTHAMII (Madwort) annual

### LILAC QUEEN (Waller-Franklin Special Strain).

Color deep, habit compact, six inches high.

Price per oz. \$0.35, per lb. \$4.00

Maritimum, sweet white, honey scented, 1 ft.....	\$0.20	\$2.00
Compactum Erectum Little Gem, white, 6 in.....	.30	3.50
“ Lutescens, creamy yellow, 6 in.....	.30	3.50
“ Violet Queen, bright violet.....	.50	6.00

### PROCUMBENS, CARPET OF SNOW (Waller-Franklin Special Strain)

A Waller-Franklin specialty which for twenty-five years has been the most dependable strain on the market. Each plant is a flat, compact mass of snow-white flowers. Carefully grown and selected, 2½ in.

Price per oz. \$0.35, per lb. \$4.00

## ALYSSUM (Madwort) perennial

Argenteum, silvery foliage, yellow flowers, 1 ft.....	.85	10.00
Montanum, yellow trailing, silvery leaves, 6 in.....	3.00	.....
Rostratum, yellow, 1 ft. ....	1.00	12.00
Saxatile Compactum (Gold Dust) golden yellow, 1 ft. ....	.35	4.00
Saxatile Silver Queen, sulphur yellow, 1 ft.....	1.25	15.00
Serpyllifolium, neat rock plant, yellow, grey foliage, 4 in. ....	3.00	.....
Rock Garden Perennial Rare Species Mixed, includes such varieties as Montanum, Rostratum, Corym- bosum, Gemonense, and many others.....	1.65	20.00

## AMARANTHUS annual

* Caudatus (Love Lies Bleeding) red, 2½ ft.....	.10	.75
Tricolor (Joseph's Coat) yellow, green, red, 3 ft.....	.35	4.00

## ANAGALLIS GRANDIFLORA (Pimpernel) 9 in. annual

* Deep Rich Blue .....	.35	4.00
* Terra Cotta Red .....	.35	4.00
Mixed .....	.35	4.00

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## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### ANCHUSA (Alkanet) (Sea Bugloss)

Capensis (Annual) Blue Bird, compact, indigo blue,		
2 ft. ....	\$0.25	\$3.00
Italica (Perennial) Dropmore Variety, gentian blue,		
6 ft. ....	.35	4.00
Italica (Perennial) Lissadell, gentian blue, 6 ft. ....	.35	4.00
" (Perennial) Opal, light blue, 6 ft. ....	.35	4.00

### ANTIRRHINUM or SNAPDRAGON annual

We have developed the Rust Resistant class of Antirrhinums to such a degree that they now supersede in every respect the old ordinary types which can no longer be profitably grown in this section as a seed crop.

With a complete range of colors available in the most important groups, we urge our customers to catalog the Rust Resistant class on which a source of seed supply is assured.

### ANTIRRHINUM LARGE FLOWERED (Majus Grandiflorum)

**Rust Resistant, 2½ ft.**

Autumn Glow Shades (Waller-Franklin) old rose suffused amber, golden lip .....	1.50	18.00
Brilliant Rose (Waller-Franklin) true rose pink.....	1.50	18.00
Buttercup (Waller-Franklin) canary yellow, shading to creamy yellow .....	1.50	18.00
Daintiness (Waller-Franklin) rose pink, white tube.....	1.50	18.00
Fiery Red (Waller-Franklin) .....	1.50	18.00
Harmony (Waller-Franklin) terra cotta and yellow shaded rose .....	1.50	18.00
Orange Shades (Waller-Franklin) deep to light orange....	1.50	18.00
Padre (Waller-Franklin) crimson .....	1.50	18.00
Pinkie, clear pink .....	1.50	18.00
Rosalie (Waller-Franklin) deep rose, B.M., A.A.S. '40....	1.50	18.00
Salmon Rose-Pink Shades (Waller-Franklin) .....	1.50	18.00
Scarlet (Defiance) (Waller-Franklin) .....	<i>Crop</i>	<i>Failure</i>
Shasta (Waller-Franklin) pure white .....	<i>Crop</i>	<i>Failure</i>
Stoplight (Waller-Franklin) vivid red .....	1.50	18.00
Torchlight (Waller-Franklin) garnet suffused orange, bright yellow lip .....	1.50	18.00
Wallflower Red (Waller-Franklin) pure wallflower red	1.50	18.00
Yellow Jacket (Waller-Franklin) deep yellow.....	1.50	18.00
Waller-Franklin Special Hybrids Mixed .....	1.50	18.00
Majus Grandiflorum Mixed (Waller-Franklin) all varieties	1.25	15.00

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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**ANTIRRHINUM MAXIMUM or SUPER GIANTS, Rust Resistant, 2¾ ft.**  
In habit these are taller than the Majus group, and the individual flowers are much larger.

Alaska (Snowflake) (Waller-Franklin) white.....	<i>Crop</i>	<i>Failure</i>
Apple Blossom (Waller-Franklin) rosy pink, white tube..	\$1.65	\$20.00
Campfire (Waller-Franklin) luminous scarlet .....	1.65	20.00
Canary Bird (Waller-Franklin) canary yellow.....	<i>Crop</i>	<i>Failure</i>
Christmas Candle (Waller-Franklin) bright flame color, tube waxy cream.....	1.65	20.00
Copper Queen (Waller-Franklin) bronzy copper.....	1.65	20.00
Crimson (Waller-Franklin) fiery crimson .....	1.65	20.00
Daffodil (Waller-Franklin) yellow .....	1.65	20.00
Indian Summer (Waller-Franklin) coppery orange scarlet	<i>Crop</i>	<i>Failure</i>
Loveliness (Waller-Franklin) soft rose pink.....	1.65	20.00
Paradise Rose (Waller-Franklin) rose pink.....	1.65	20.00
Pink Sensation (Waller-Franklin) pure pink.....	1.65	20.00
Red Cross (Waller-Franklin) crimson, white tube.....	1.65	20.00
* Salmon Rose Shades (Waller-Franklin) .....	1.65	20.00
* Swing Time (Waller-Franklin) rose pink, white tube.....	1.65	20.00
Yellow Giant (Waller-Franklin) deep yellow.....	1.65	20.00
Maximum Mixed, all varieties .....	1.50	18.00

**ANTIRRHINUM SUPER MAJESTIC, Rust Resistant, 16 to 20 inches**  
This type is base-branching which greatly increases its value for cutting.

Autumn Glow (Waller-Franklin) old rose suffused amber, golden lip .....	1.65	20.00
Dainty (Waller-Franklin) soft pink .....	1.65	20.00
Harmony (Waller-Franklin) terra cotta and yellow shaded rose .....	1.65	20.00
Orange Shades (Waller-Franklin) deep to light orange....	1.65	20.00
Red Rocket (Waller-Franklin) bright red.....	1.65	20.00
Rose Sensation (Waller-Franklin) rose pink.....	1.65	20.00
Royal Crimson (Waller-Franklin) garnet crimson.....	1.65	20.00
Shell Pink (Waller-Franklin) .....	1.65	20.00
Silver Pink (Waller-Franklin) .....	1.65	20.00
Superb Mixed .....	1.50	18.00

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## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### ANTIRRHINUM LARGE FLOWERED HALF-DWARF

(*Nanum Grandiflorum*) Rust Resistant, 1½ ft.

Antique Gold (Waller-Franklin) shades of old gold, copper, fawn and orange .....	\$1.25	\$15.00
Apple Blossom (Waller-Franklin) rose pink, white tube <i>Crop Failure</i>		
* Bumble Bee (Waller-Franklin) crimson.....	1.25	15.00
Carmin Rose (Waller-Franklin) bright carmine rose....	1.25	15.00
Glowing Sunset (Waller-Franklin) rosy scarlet.....	1.25	15.00
* Gypsy Girl (Waller-Franklin) carmine, yellow nose.....	1.25	15.00
Indian Girl (Waller-Franklin) beautiful old gold.....	1.25	15.00
Orange Shades (Waller-Franklin) deep to light orange....	1.25	15.00
Red Boy (Waller-Franklin) rich deep scarlet.....	1.25	15.00
Tangerine (Waller-Franklin) bronzy orange.....	1.25	15.00
Wildfire (Waller-Franklin) bright orange scarlet.....	1.25	15.00
Yellow Gem (Waller-Franklin) clear yellow.....	<i>Crop Failure</i>	
Nanum Grand. Mixed, all varieties.....	1.00	12.00

### ANTIRRHINUM UNIVERSITY OF CALIFORNIA MIXTURE

* A mixture of Rust Resistant Antirrhinums similar to the Majus Grand. type containing a full range of colors. Winner of Certificate of Honor in the 1935 All-America Selections .....	.85	10.00
(We suggest R. R. Majus Mixed for the above).		

### AQUILEGIA or COLUMBINE perennial

Alpina, blue, dwarf, 18 in.....	1.05	12.50
Californica Hybrida, golden yellow, red spur, 3 ft....	1.05	12.50
Canadensis, reddish-orange, 2½ ft.....	1.65	20.00
Chrysantha, yellow, 3 ft. ....	<i>Crop Failure</i>	
Clematiflora Choice Mixed. Spurless Columbine with beautiful open flowers like Clematis. Contains all colors with exception of deep red.....	30.00	.....
Coerulea, Rocky Mountain Blue Columbine, 2 ft.....	1.65	20.00
Mrs. M. Nicholls, Improved Coerulea, 2 ft.....	<i>Crop Failure</i>	

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# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## AQUILEGIA or COLUMBINE perennial—Continued

### LONG SPURRED BLUE SHADES (Waller-Franklin Special Strain).

The finest strain in existence. The result of years of selecting. Huge flowers on plants from 3 to 4 feet high. This strain was bred and perfected by Waller-Franklin over a long period of years.

Price per oz. \$2.50, per lb. \$30.00

Long Spurred Copper Queen, copper red and straw		
corolla, 2½ ft.....	\$2.50	\$30.00
“ “ Longissima, delicate pale yellow,		
spurs extremely long, often 4 in.,		
A.M., R.H.S. ....	25.00	.....
“ “ Orange and Scarlet Shades, 3 ft.....	<i>Crop Failure</i>	
“ “ Pink Shades, 3 ft.....	2.50	30.00
“ “ Rose Queen, 3 ft.....	2.50	30.00
“ “ Silver Queen, white, 3 ft.....	<i>Crop Failure</i>	
“ “ Snow Queen, finest white, fragrant, 3 ft.	<i>Crop Failure</i>	

### LONG SPURRED WALLER-FRANKLIN HYBRIDS MIXED

This strain has been a specialty of our firm for many years and it is, in our opinion, superior to any strain we have knowledge of. This blend contains many unique colors. 3 ft.

Price per oz. \$2.50, per lb. \$30.00.

Long Spurred Mrs. Scott Elliott's Strain Mixed, 3 ft.	1.65	20.00
* “ “ Hybrids Mixed, 3 ft.....	1.25	15.00

## ARCTOTIS annual

Grandis, African Lilac Daisy, 3 ft.....	.50	5.50
Large Flowered Hybrids, many colors, 1 ft.....	2.50	30.00

## ARMERIA (Giant Thrift) (Sea Pink) perennial

Alpina, bright rose, compact tuft of foliage, 6 in.....	10.00	.....
Formosa Hybrida, rose, 1½ ft.....	.60	7.00
“ Large Flowered Hybrids, 1½ ft.....	.85	10.00
Giant Pink (Gigantea) 2 ft.....	5.00	.....

## ASPARAGUS greenhouse

Plumosus Nanus .....	<i>Crop Failure</i>	
Sprengeri .....	.85	10.00

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# GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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## ASTERS (China) annual

Botanical name *Callistephus Chinensis*

### ASTER AMERICAN BEAUTY, Wilt Resistant, 2½ to 3 ft.

* Azure Fairy, azure blue or dark lavender.....	\$0.85	\$10.00
* Crimson .....	.85	10.00
* Deep Rose .....	.85	10.00
* Purple .....	.85	10.00
* Shell Pink (September Beauty) .....	.85	10.00
* White .....	.85	10.00
* Choice Mixed.....	.65	8.00

### ASTER SUPER GIANT

These new Asters are the largest kind. The flowers are masses of graceful interlacing petals. 2½ ft.

* El Monte, crimson .....	1.25	15.00
* Los Angeles, pure shell pink.....	1.25	15.00

### ASTER CALIFORNIA GIANT CURLED and INTERLACED, 2½ to 3 ft.

* Dark Purple .....	1.25	15.00
* Deep Rose, green stems .....	1.25	15.00
* Light Blue .....	1.25	15.00
* Light Purple .....	1.25	15.00
* Peach Blossom .....	1.25	15.00
* White .....	1.25	15.00
* Choice Mixed .....	1.00	12.00

### ASTER CALIFORNIA GIANT SUNSHINE, 2 to 3 ft.

* Alpenglow (Waller-Franklin) light rose pink, yellow center .....	1.25	15.00
* Blue Moon (Waller-Franklin) blue, yellow center.....	1.25	15.00
* Lavender (Waller-Franklin) with lavender and lemon center .....	1.25	15.00
* Moonbeam (Waller-Franklin) white, orange center.....	1.25	15.00
* Rainbow (Waller-Franklin) rose-pink, orange center.....	1.25	15.00
* Rose (Waller-Franklin) with light rose and lemon center	1.25	15.00
* Shell Pink (Waller-Franklin) with white and lemon center .....	1.25	15.00
* Stratosphere (Waller-Franklin) dark blue with orange center .....	1.25	15.00
* White (Waller-Franklin) lemon center.....	1.25	15.00
* Choice Mixed (Waller-Franklin).....	1.00	12.00

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# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## ASTERS (China)—Continued

### ASTER GIANT CREGO IMPROVED, Wilt Resistant, 2½ ft.

* Blue Flame, navy blue.....	\$0.50	\$6.00
* Crimson .....	.50	6.00
* Dark Blue or Royal Purple.....	.50	6.00
* Deep Rose .....	.50	6.00
* Light Blue .....	.50	6.00
* Pink, shell pink .....	.50	6.00
* White .....	.50	6.00
* Choice Mixed .....	.50	5.50

### ASTER GIANT COMET, Wilt Resistant, 2 ft.

* Choice Mixed .....	.50	5.50
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### ASTER QUEEN OF THE MARKET, Wilt Resistant, 2 ft.

* Choice Mixed .....	.50	5.50
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### ASTER EARLY ROYAL, Wilt Resistant, 2 ft.

* Azure Blue .....	.50	6.00
* Deep Rose .....	.50	6.00
* Peach Blossom .....	.50	6.00
* Purple .....	.50	6.00
* Shell Pink .....	.50	6.00
* White .....	.50	6.00
* Choice Mixed .....	.50	5.50

### ASTER KING, Wilt Resistant, 2½ ft.

* Choice Mixed .....	.50	5.50
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### ASTER LATE BRANCHING, Wilt Resistant, 2½ ft., Syn.

Vicks, Semples, American.

* Azure Blue .....	.50	6.00
* Coppery Rose .....	.50	6.00
* Crimson .....	.50	6.00
* Light Rose .....	.50	6.00
* Purple .....	.50	6.00
* Sensation, scarlet .....	.50	6.00
* Shell Pink .....	.50	6.00
* White .....	.50	6.00
* Choice Mixed .....	.50	5.50

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## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### ASTERS (China)—Continued

#### ASTER HEART OF FRANCE, Wilt Resistant, 2 ft.

* Brilliant Red .....	\$1.00	\$12.00
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#### ASTER ALL VARIETIES, Wilt Resistant

* Double Choice Mixed .....	.35	4.00
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#### ASTER CHINENSIS TALL SINGLE GIANT FLOWERED, 2½ ft.

* Choice Mixed .....	.20	2.00
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#### BAILEYA MULTIRADIATA

Desert Sunray .....	1.65	20.00
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#### BALLOON VINE annual climber

Cardiospermum (Love in a Puff).....	.25	3.00
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#### BALSAM (Impatiens Balsamina) 2 ft. annual

Camellia-flowered Choice Mixed.....	.45	5.00
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* Rose-flowered Choice Mixed.....	.25	3.00
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#### BARTONIA AUREA (Blazing Star) 3 ft. Syn. Mentzelia annual

Golden Yellow .....	.20	2.00
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#### BEANS

Scarlet Runner .....	.....	.30
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#### BIDENS HUMILIS: See Cosmos, Miniature Yellow, Page 23.

#### BOLTONIA (False Chamomile) perennial

Latisquama, pink tinged lavender, 6 ft.....	<i>Crop Failure</i>	
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#### BRACHYCOME IBERIDIFOLIA (Swan River Daisy) 1 ft. annual

Choice Mixed .....	.45	5.00
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### CALENDULA 1 to 2 ft. annual

#### Pot Marigold

Art Shades, contains delicate shades.....	.20	2.00
Ball's Apricot, rich apricot with dark brown center..	.25	3.00
Ball's Gold Improved, golden yellow.....	.25	3.00
Ball's Lemon Queen.....	.25	3.00
Ball's Long Orange Improved, extra long stems.....	.25	3.00
Ball's Masterpiece, rich orange, long stems.....	.25	3.00
Ball's Orange Improved.....	.25	3.00
Ball's Supreme, cadmium orange.....	.25	3.00

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# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## CALENDULA, 1 to 2 ft. annual—Continued

Campfire Improved .....	\$0.35	\$4.00
Campfire (Sensation) .....	.25	3.00
Chrysanth (Sunshine) buttercup yellow.....	.25	3.00
Lemon Queen (Sulphurea) sunflower yellow.....	.20	2.00
* Meteor, creamy white, striped orange.....	.20	2.00

### ORANGE KING (Waller-Franklin Special Strain)

Rich deep orange red, dark center, continuously grown and selected for twenty-five years. We consider this the finest strain of Orange King. (Florists' Strain.)

Price per oz. \$0.25, per lb. \$3.00

\* Orange King, dark orange red, dark center..... .20 2.00

Orange Shaggy, petals long and deeply fringed. Color is deep orange, lighter in the center of the bloom.

G.M., A.A.S. '35 ..... .20 2.00

Radio, quilled orange..... .20 2.00

Yellow Colossal, extra large Chrysanth type..... .25 3.00

Trial Ground Mixed. A blend made entirely from colors in the course of development in our trial grounds. The color balance leans toward pastel and the form is somewhat that of the popular Chrysanth, with blooms the size of the largest varieties.

This blend has been on trial in most sections of the United States and in all cases has proven to be more heat resistant and blooms over a longer season than the ordinary varieties..... .15 1.50

\* Choice Mixed, all varieties, extra fine..... .10 1.00

## CALIFORNIA NATIVE FLOWERS annual

\* Special Mixture, containing over 30 varieties..... .30 3.50

Choice Mixed ..... .20 2.00

**CALIFORNIA POPPY:** See *Eschscholtzia*, Pages 28-29.

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## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### **CALLIOPSIS TALL, Bicolor (Philadelphia Breast-Pin) 3½ ft.**

These are annuals; perennials are classed under Coreopsis.

Atrosanguinea, blood red .....	\$0.20	\$ 2.00
Marmorata, yellow and maroon marbled.....	.20	2.00
Nigra Speciosa, dark brown.....	.20	2.00
Splendens, golden, brown center.....	.20	2.00
Tinctoria, yellow, maroon center.....	.20	2.00
All-Double Mixed .....	.25	3.00
Hybrida Semi Plena Mixed.....	.20	2.00
Tall Annual Varieties Mixed.....	.15	1.50

### **CALLIOPSIS DWARF, 6 in. to 1 ft. annual**

* Bicolor Crimson King .....	.30	3.50
* " Dazzler, golden yellow, maroon center.....	.30	3.50
" Gold Ray, golden, maroon center.....	.30	3.50
* " Nana, yellow, brown center.....	.30	3.50
" Tiger Star, extra select.....	.30	3.50
* " Dwarf Varieties Mixed.....	.25	3.00
* Drummondi Golden Crown, A.M., A.A.S. '38.....	.20	2.00

## CAMPANULA (Canterbury Bell)

### **CAMPANULA ANNUAL, 2½ ft.**

A strain of Canterbury Bells which will flower in the late summer and autumn from spring sowings.

Angelus Bell (Waller-Franklin) deep rose.....	.45	5.00
Blue Bell (Waller-Franklin) Cambridge Blue.....	.45	5.00
Liberty Bell (Waller-Franklin) violet-blue.....	.45	5.00
Mission Bell (Waller-Franklin) pink.....	.45	5.00
Wedding Bell (Waller-Franklin) pure white.....	.45	5.00
Choice Mixed (Waller-Franklin).....	.35	4.00

### **CAMPANULA MEDIUM CALYCANTHEMA, Cup and Saucer,**

3 ft. biennial

Dark Blue .....	.85	10.00
Light Blue .....	.85	10.00
Rose .....	.85	10.00
White .....	.85	10.00
Choice Mixed, extra fine.....	.65	8.00

\* **PLEASE NOTE** that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## CAMPANULA—Continued

### CAMPANULA MEDIUM DOUBLE, 3 ft. biennial

Choice Mixed .....	\$0.45	\$5.00
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### CAMPANULA MEDIUM SINGLE, 3 ft. biennial

Dark Blue .....	.35	4.00
Light Blue .....	.35	4.00
Pink .....	.35	4.00
White .....	<i>Crop</i>	<i>Failure</i>
Choice Mixed .....	.30	3.50

## CANDYTUFT

Botanical Names *Iberis Umbellata* and *Iberis Coronaria*.

### CANDYTUFT UMBELLATA, 1 ft. annual

* Carmine .....	.25	2.50
* Crimson .....	.25	2.50
* Flesh Pink .....	.25	2.50
* Lavender .....	.25	2.50
* Rose Cardinal .....	.25	2.50
* White .....	.25	2.50
* Waller-Franklin Formula Mixture, "Just a little bit better" .....	.25	2.50
Choice Mixed, all varieties.....	.20	2.00

### CANDYTUFT UMBELLATA DWARF HYBRIDS annual

\* Our own strain of miniature Candytuft, selected over twenty years. Six inches high. They are superior to the Umbellata type.

* Crimson	* Lilac	* White
* Flesh	* Rose	

Each of above varieties.....	.35	4.00
* Choice Mixed .....	.30	3.50

### CANDYTUFT

* Candytuft Miniature Gem (Hyacinth Flowered Type) annual (Waller-Franklin). A dainty, miniature hyacinth flowered Candytuft, white, about 4 in.....	.35	4.00
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### CANDYTUFT—Continued

#### GIANT HYACINTH FLOWERED WHITE, Florist Type, extra select.

This is a superior strain; it grows about 1½ feet high, with enormous trusses of blooms. It has been one of our specialties for twenty-five years and every effort is made to keep it at a high state of perfection. We believe it is superior to any other strain.

Price per oz. \$0.30, per lb. \$3.50.

Giant Hyacinth Flowered White.....	\$0.25	\$2.50
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#### CANDYTUFT IBERIS perennial

Gibraltarica, lilac shading to white, 1 ft.....	.50	6.00
Jucunda, dwarf, pink, 4 in.....	5.00	.....
Queen of Italy, rosy lilac, 1 ft.....	.50	6.00
* Sempervirens, white, 1 ft.....	1.65	20.00

#### CANNA (Indian Shot)

Crozy's Hybrids Choice Mixed, 4 ft.....	.35	4.00
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**CARDINAL CLIMBER:** See Ipomea, Page 33.

## CARNATIONS

Botanical Name *Dianthus Caryophyllus*

#### CARNATION MARGUERITE, 16 to 20 inches.

Chabaud's Everblooming Mixed .....	.85	10.00
Giant Malmaison Mixed .....	1.65	20.00
Marguerite Choice Mixed .....	.85	10.00

#### CARNATION GRENADIN, early flowering, 20 inches.

Black King, dark red .....	4.20	50.00
Cardinal Red .....	4.20	50.00
Golden Sun .....	4.20	50.00
Snow White .....	4.20	50.00
Triumph, deep pink .....	4.20	50.00
White Gold, soft yellow.....	4.20	50.00
Grenadin Mixed .....	3.50	40.00

#### CARNATION EARLY DWARF VIENNA

Extra Choice Mixed, 15 in.....	1.65	20.00
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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### CARNATION—Continued

#### CARNATION CHABAUD'S GIANT IMPROVED, 16 to 20 inches.

These Carnations bloom five months from time seed is planted and continue throughout the summer. The plants are of robust upright habit; they form ten to twenty stalks, bearing huge flowers of fine form; they come about 95% double, are true and are clove scented.

Cardinal Red (Sparkler) .....	\$2.10	\$25.00
Crimson (Nero) .....	2.10	25.00
Deep Rose .....	2.10	25.00
Deep Salmon (Aurora) (Coppery Salmon).....	2.10	25.00
Flesh Pink (Reine Rose) .....	2.10	25.00
Rose Pink (The Pearl) .....	2.10	25.00
Salmon Rose (Legion of Honor).....	2.10	25.00
White (Jeanne Dionis) .....	2.10	25.00
Yellow (Marie Chabaud) .....	2.10	25.00
Waller-Franklin Formula Mixture, "Just a little bit better" .....	2.10	25.00
Choice Mixed, all varieties.....	1.65	20.00

#### CARNATION PERPETUAL GIANT, 16 to 20 inches.

A strain similar in habit and earliness to Chabaud's Giant Improved but with extra large flowers. The flowers are at least one-third larger than Chabaud's Giants. Very double and strongly clove scented.

Blood Red, dark crimson.....	5.00	..... ←
Canary Yellow, clear yellow.....	5.00	.....
Mont Blanc, pure white .....	5.00	.....
Rose King, rose pink.....	5.00	.....
Rose Queen, deep rose.....	5.00	.....
Rose Supreme, flesh pink.....	5.00	.....
Salmon Glory, salmon rose.....	5.00	.....
Spectrum Red, intense scarlet.....	5.00	.....
Violet Queen, true violet.....	5.00	.....
Choice Mixed .....	3.50	40.00

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.	←
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### CARNATION ENFANT DE NICE EVERBLOOMING, 20 inches.

The result of a cross between Carnation Chabaud's Giant and Carnation Perpetual. The plants are of robust upright habit, with long, strong stalks bearing flowers 2½ to 3 inches in diameter. This strain is magnificent.

The color comes about 75% true from seed and about 90% of the plants come double.

Pale Pink .....	\$5.00	.....
Red (Blood Red) .....	5.00	.....
Rose, deep .....	5.00	.....
Salmon, light .....	5.00	.....
Scarlet .....	5.00	.....
Striped .....	5.00	.....
White .....	5.00	.....
Waller-Franklin Formula Mixture, "Just a little bit better" .....	5.00	.....
Choice Mixed .....	3.00	\$35.00

### CARNATION TEICHER'S BI-ANNUAL MIXED 1/16 oz. ¼ oz. Per oz. ←

A large flowered, long stemmed, hardy

Carnation of merit, 2 ft. perennial.....	\$1.00	\$3.00	\$10.00
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### CELOSIA (Cockscomb) annual Price per oz. Price per lb. ←

Childsii (Chinese Wool Flower) Crimson, 2 ft.....	\$0.65	\$7.50
"          "          "          "          Mixed, 2 ft.....	.45	5.00
Cristata Dwarf Mixed, 1 ft.....	.65	8.00
Plumosa Choice Mixed, 2 ft.....	.45	5.00

### CENTAUREA ODORATA, 2 ft. annual

* Suaveolens (Yellow Sweet Sultan) Synonymous		
Honeymoon .....	.35	4.00

### CENTAUREA perennial

Candidissima (Argentea Vera) silvery leaves, 1½ ft.	1.25	15.00
Gymnocarpa (Dusty Miller) silvery leaves, 2 ft.....	.25	3.00

### CENTAUREA CYANUS, Dwarf Double (Cornflower or Bachelor's

Button) 1 ft. annual

Jubilee Gem, blue .....	.45	5.00
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## CENTAUREA CYANUS, Double (Cornflower or Bachelor's Button) 3 ft. annual

### WALLER-FRANKLIN SPECIAL STRAINS

The flowers of these strains are large, fully double and the colors intensified. Long stems for cutting.

The finest Florist Strains.

**Black Boy** (Waller-Franklin) blackish maroon.

**Blue Boy** (Waller-Franklin) blue. Commended R. H. S. '36.

**Pinkie** (Waller-Franklin) deep pink. A. M., R. H. S. '36.

**Red Boy** (Waller-Franklin) deep red.

**Snow Man** (Waller-Franklin) white.

**Waller-Franklin Formula Mixture**, "Just a little bit better."

Each of above: Price per oz. \$0.25, per lb. \$2.50.

* Blue (See Blue Boy).....	\$0.15	\$1.50
* Carmine .....	.15	1.50
* Maroon (See Black Boy).....	.15	1.50
* Mauve .....	.15	1.50
* Mauve Queen, soft mauve.....	.15	1.50
* Rose (Waller-Franklin) (See Pinkie).....	.15	1.50
* Ruby (Waller-Franklin) rich deep ruby (See Red Boy).....	.15	1.50
* White (See Snow Man).....	.15	1.50
* Choice Mixed Double, all varieties, extra fine.....	.15	1.50

## CENTAUREA IMPERIALIS (Imperial Sweet Sultan) 3 ft. annual

* Amaranth Red (Waller-Franklin) .....	.40	4.50
* Brilliant Rose .....	.40	4.50
* Deep Lavender .....	.40	4.50
* Delicate Lilac .....	.40	4.50
* Purple .....	.40	4.50
* Rose .....	.40	4.50
* White .....	.40	4.50
* Waller-Franklin Formula Mixture, "Just a little bit better" .....	.40	4.50
* Choice Mixed .....	.30	3.50

## CERASTIUM (Mouse Ear) 1 ft. perennial

Tomentosum (Snow in Summer) silvery white foliage, rock plant .....	.45	5.00
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.



## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
<b>CHEIRANTHUS ALLIONI</b> (Siberian Wallflower) 1½ ft. biennial		
* Golden Bedder .....	\$0.25	\$3.00
Orange .....	.20	2.00
<b>CHRYSANTHEMUM SINGLE ANNUAL</b> (Painted Daisies) 2 ft.		
Carinatum Tricolor Mixed.....	.15	1.75
“ Merry Mixture, a blend of extremely gay colors .....	.25	2.50
Segetum Eastern Star, primrose, brown disc.....	.15	1.50
“ Eldorado, canary yellow, mahogany zone....	.15	1.50
“ Choice Mixed .....	.15	1.25
<b>CHRYSANTHEMUM DOUBLE ANNUAL</b> , 2 ft.		
* Carinatum, Double Hybridum Mixed.....	.35	4.00
Coronarum Double Mixed, 4 ft.....	.15	1.50
<b>CHRYSANTHEMUM MAWII</b> perennial		
* Pink flowers, hardy, ideal for border or rockery, height 1 ft., flowers 2 in., silvery foliage.....	2.10	25.00
<b>CHRYSANTHEMUM MAXIMUM</b> (Shasta or Moon Daisy) perennial		
After trial of existing varieties we have selected the following as the best.		
Conqueror, large pure white stems, 2½ to 3 ft.....	.50	6.00
Diener's Giant Double White, 2½ ft.....	7.50	.....
June Marguerite, medium-sized flowers, 2 ft.....	.30	3.50
May Queen (Spring Marguerite) medium-sized flowers, 2 ft.....	.30	3.50
Mrs. C. Lowthian Bell, large flowers on long stems, 3 ft. ....	.50	6.00
Shasta Alaska, large pure white flowers, 2½ ft.....	.50	6.00
Shasta Westralia, similar to Alaska but taller, 3 ft....	.50	6.00
<b>CLARKIA ELEGANS DOUBLE</b> , 2 ft. annual		
* Choice Mixed .....	.65	7.50
<b>CLEOME</b> (Spiderflower)		
Giant Pink Queen, bright salmon pink. S.M., A.A.S. '42 .....	.65	8.00
<b>COBAEA SCANDENS</b> (Cathedral Bells) annual climber		
Violet .....	.50	6.00
White .....	.65	8.00
Mixed (A blend of Violet and White).....	.50	6.00

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## CONVOLVULUS (Morning Glory) annual

Crimson Rambler .....	\$0.20	\$2.00
Major Mixed, climber .....	.10	1.00

## COREOPSIS, 3 ft. These are the perennial forms of Calliopsis.

Double Sunburst, golden yellow.....	.35	4.00
* Grandiflora Auricula Superba, golden yellow, red zone at base .....	.25	3.00
Grandiflora, Fl., Pl., golden yellow, double.....	.25	3.00
Grandiflora Lanceolata, golden yellow.....	.15	1.75
Mayfield Giant, large flowered, golden yellow.....	.20	2.00

## COSMOS annual

### COSMOS MAMMOTH FLOWERING SENSATION, 3 ft.

Dazzler, crimson .....	.25	3.00
Pink .....	.25	3.00
White .....	.25	3.00
Mixed, A.M., A.A.S. '36.....	.25	2.50

### COSMOS EXTRA EARLY DOUBLE CRESTED, 2½ ft.

Carnelia (Waller-Franklin) crimson .....	1.25	15.00
Peach Blossom (Waller-Franklin) pink.....	1.25	15.00
Whirlwind (Waller-Franklin) white.....	1.25	15.00
Choice Mixed (Waller-Franklin) .....	1.00	12.00

### COSMOS EXTRA EARLY SINGLE MAMMOTH FLOWERING, 2½ ft.

Crimson .....	.20	2.00
Pink .....	.20	2.00
White .....	.20	2.00
Choice Mixed .....	.15	1.50

### COSMOS LATE DOUBLE CRESTED, 4 ft.

Crimson King .....	.85	10.00
Pink Beauty .....	.85	10.00
White Queen .....	.85	10.00
Choice Mixed .....	.65	8.00

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### COSMOS LATE MAMMOTH SINGLE, 4 ft.

* Lady Lenox Giant Flowering Pink.....	\$0.15	\$1.25
* " " " " White .....	.15	1.25
* Perfection Giant Flowering Crimson.....	.15	1.25
* " " " " Fine Mixed .....	.10	1.00
Miniature Yellow (Bidens Humilis) 1 ft.....	.20	2.00

### COSMOS HYBRIDA

Burpee's Yellow .....	.25	3.00
Orange Flare (Early Flowering) G.M., A.A.S. '35, 2½ ft. ....	.25	3.00
" Ruffles, semi-double .....	.30	3.50

**CYANUS:** See *Centaurea Cyanus*, Page 20.

### CYNOGLOSSUM (Chinese Forget-me-not) 2 ft. annual

Amabile Deep Ultramarine Blue.....	.15	1.50
" Fairy Blue, Cambridge Blue.....	.20	2.00
" Pink .....	.25	3.00
" Dwarf Compactum Firmament, B.M., A.A.S. '39 .....	.25	2.50

### DAHLIA perennial

Coltness Waller-Franklin Formula Mixed.....	.85	10.00
* " Hybrids Mixed .....	.65	7.50
Mignon Dwarf Choice Mixed.....	1.00	12.00
* Orchid Flowered Mixed, 3 ft.....	1.25	15.00
* Zulu Strain, black-leaved dwarf double hybrids. Flowers mostly crimson and scarlet shades with a few yellow, orange and lilac blooms.....	1.25	15.00

### DAHLIA UNWIN TYPE

Waller-Franklin Dwarf Hybrids, greatly improved Unwin type which produces a high percentage of doubles from seed .....	1.25	15.00
Unwin's Dwarf Hybrids Mixed, miniature early flowering, double and semi-double hybrids, 18 to 24 in. high, with a wide range of colors.....	1.00	12.00

\* **PLEASE NOTE** that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## DELPHINIUM

### DELPHINIUM CHINENSIS, Tall, 3 ft. perennial

While the Chinensis type of Delphinium is classified as perennial, they will, if planted early, bloom the first year from seed.

Cambridge Blue (Waller-Franklin) rich belladonna blue	\$1.00	\$12.00
Dark Blue .....	.50	6.00
* White .....	.50	6.00
* Mixed .....	.45	5.00

### DELPHINIUM CHINENSIS, Dwarf, 1 ft. perennial

Azure Fairy, azure blue.....	.50	6.00
Blue Butterfly Improved, ultramarine blue.....	.50	6.00
* White .....	.50	6.00
* Choice Mixed .....	.45	5.00

### DELPHINIUM PERENNIAL

Cardinale, scarlet .....	1.25	15.00
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### DELPHINIUM BELLADONNA TYPE perennial

Belladonna Improved (Waller-Franklin Special Strain).

Clear light blue, large flowered and a strong grower.

The finest strain of Belladonna on the market..... 2.10 25.00

Bellamosum Improved (Waller-Franklin Special Strain). Clear large deep blue flowers (Phenyl Blue, Ridgway) uniform in color.....	2.10	25.00
Belladonna Clivedon Beauty .....	1.65	20.00
Belladonna (True) light blue.....	1.00	12.00
Bellamosum, dark blue .....	1.00	12.00
Blue Grotto, deep blue with cream center.....	1.65	20.00
Lamartine, gentian blue with cream center.....	<i>Crop</i>	<i>Failure</i>

### DELPHINIUM WREXHAM TYPE, 5 ft. perennial

Art Shades (Waller-Franklin) .....	3.50	40.00
Deep Blue Shades (Waller-Franklin).....	3.50	40.00
Light Blue Shades (Waller-Franklin).....	3.50	40.00
Mid-Blue Shades (Waller-Franklin) .....	3.50	40.00
Waller-Franklin Wrexham Finest Mixed.....	3.00	35.00

### DELPHINIUM BLACKMORE AND LANGDON TYPE perennial

Hybrids XXX Mixed (Waller-Franklin).....	1.25	15.00
* Gold Medal Hybrids Mixed.....	.65	8.00

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### DELPHINIUM PACIFIC GIANTS

An outstanding strain originated on the Pacific Coast. Huge flowers two and one-half to three and one-half inches in diameter, beautifully spaced on well balanced spikes. Thin woody stems. Comparatively mildew resistant, this strain is practically 100% double.

Since the introduction of the Pacific Giant Hybrids we have, prior to this season, through an arrangement with Vetterle and Reinelt, the originators, offered seed produced by them as well as seed of our own growing. As this catalog goes to press it is our understanding that seed will not be available to us from the originators this season due to a reduction in acreage made necessary because of the shortage of help.

We are pleased to offer a complete list of Pacific Giant Hybrids of our production, carefully grown from the originator's finest stock.

### GROWN FROM ORIGINATOR'S STOCK

Black Knight Series, dark blue (Dark Bee).....	\$6.25	\$75.00
Blue Bird Series, clear medium blue (White Bee).....	6.25	75.00
Bluejay Series, clear medium blue (Dark Bee).....	6.25	75.00
Cameliard Series, pure lavender (White Bee).....	6.50	80.00
Galahad Series, giant glistening white (White Bee).....	6.50	80.00
Guinevere Series, light pinkish lavender (White Bee).....	6.25	75.00
King Arthur Series, dark violet (White Bee).....	6.25	75.00
Round Table Series .....	6.25	75.00
Summer Skies Series, clear light blue (White Bee)....	6.25	75.00
Dark Blue Shades .....	5.00	60.00
Lavender Pastel Shades .....	5.00	60.00
Light Blue Shades .....	5.00	60.00
Medium Blue Shades .....	5.00	60.00
Violet Shades .....	5.00	60.00
Pacific Giants White .....	5.85	70.00
Pacific Giants Mixed .....	4.20	50.00

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## DIANTHUS

### Pinks, Flower of the Gods.

#### DIANTHUS CHINENSIS (China or Indian Pinks) 1 ft. annual

Chinensis Double Choice Mixed.....	<i>Crop</i>	<i>Failure</i>
Chinensis Single Choice Mixed.....	<i>Crop</i>	<i>Failure</i>

#### DIANTHUS HEDDEWIGH (Japanese Pinks) 1 ft. annual

* Double Diadematus (Diadem Pinks) mixed.....	.45	5.00
*    "    Fireball, deep scarlet .....	.45	5.00
"    Hybridus Choice Mixed .....	.35	4.00
Single Nobilis Giant Mixed (Royal Pinks).....	<i>Crop</i>	<i>Failure</i>
*    "    Choice Mixed .....	.25	3.00

#### DIANTHUS HEDDEWIGH LACINIATUS, 1 ft. annual

* Double Lucifer, orange scarlet.....	.45	5.00
*    "    Pink Beauty, pure pink.....	.45	5.00
*    "    Salmon King .....	.45	5.00
*    "    Snowball, large white .....	.45	5.00
*    "    Snowdrift, pure white .....	.45	5.00
"    Choice Mixed .....	.45	5.00
Single Choice Mixed .....	.30	3.50

#### DIANTHUS SWEET WIVELSFIELD, 1 ft. annual

(Dianthus Allwoodii x D. Barbatus) A hardy annual, good for borders, as a cut flower, and adapted for rock gardens.

* Double Choice Mixed .....	.85	10.00
Single Choice Mixed .....	<i>Crop</i>	<i>Failure</i>

#### DIANTHUS HYBRIDUS perennial

* Latifolius Atrococcineus Fl. Pl., scarlet.....	.35	4.00
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#### DIANTHUS DELIGHT, 9 in. perennial

* Hybrid between Dianthus Sweet Wivelsfield and Dianthus Roysii. Colors from the palest pink to the deepest purple .....	3.00	.....
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#### DIANTHUS LOVELINESS, 1 ft. perennial

* The flowers have lacerated petals, of an exquisite mauve tint but most fascinating is its fragrance .....	5.00	.....
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### DIANTHUS PLUMARIUS (Grass or Clove Pinks) 1¾ ft. perennial

Nanus, Dwarf Double Pinks Choice Mixed, 1 ft.....	\$1.00	\$12.00
Plumarius Double (Double Pinks) Fine Mixed.....	1.00	12.00
Plumarius Single (Single Pink) Fine Mixed.....	.50	6.00
Semperflorens Mixed (Florists' Perpetual Pinks)		
double .....	.50	6.00
Cyclops, Single Perpetual, various colors, red eye.....	.50	6.00

### DIANTHUS PLUMARIUS SCOTICUS DOUBLE SPECIAL FLORIST STRAIN

Self colors of various tints of pink, rose, salmon and white and the same colors in combination with a bright crimson zone. Stems 12 to 15 inches. Blooms 1½ to 2 inches. Free flowering.

Price per oz. \$5.00.

Spring Beauty Extra Double Giant Mixed.....	1.00	12.00
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### DIANTHUS ALLWOODII, 1 ft. perennial

Allwoodii Mixed, half carnation, half pink, double and single varieties. Free flowering, with a wide range of color. Per 1,000 seeds.....\$3.00

### DIANTHUS PERENNIAL FOR ROCK GARDENS

Allwoodii Alpinus, flowers first year from seed, 4 to 6 in. high, mixed colors. A gem for the rock garden, fragrant .....	2.50	30.00
Caesius Grandiflorus (Cheddar Pinks) pink, 6 in.....	.50	6.00
Deltoides Brilliant, rich rose pink.....	.75	9.00
*     "     Rose (Maiden Pinks) .....	.75	9.00
Neglectus (Glacier Pink) rose. Per 1,000 seeds \$1.00		
Rock Garden Rare Species Mixed, including Caucasicus, Collinus, Arenarius, Seguieri, Grisebachii, Orbelicus, Rupicola, Saxatilis, Cyri, Arboreus, Stawkianus, Glaucophyllus, Viscidus and over forty rare species .....	1.65	20.00
Winteri, New Pinks. The flowers are pure colors, compact habit, flowers first year from seed, 9 in.	5.00	.....

### DIDISCUS COERULEUS (Blue Lace Flower) 3 ft. annual

* Blue .....	.45	5.00
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds		Price per oz.	Price per lb.
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## **DIGITALIS (Foxglove) 4 ft. biennial**

Gloxinioides	Purple .....	\$0.45	\$5.00
"	Rose .....	.45	5.00
*	" White .....	.45	5.00
"	Mixed .....	.45	5.00
The Shirley, enormous spotted flowers, mixed.....		.50	6.00

## **DIMORPHOTHECA (Star of the Veldt) 1 ft. annual**

* Aurantiaca	Golden West .....	.65	8.00
*     "	Orange Improved .....	.65	8.00
*     "	Salmon Beauty .....	.65	8.00
*     "	White Beauty .....	.65	8.00
"	Mixed Hybrids .....	.60	7.00
* Glistening	White .....	.85	10.00
Ecklonis, white with blue disc, 2 ft.....		.85	10.00

## **DOLICHOS (Hyacinth Bean) annual climber**

*	Mixed .....	.10	.60
Lignosus, crimson and rose. It is called Australian Pea Vine but is really a native of India. Half hardy climber .....			
		.50	6.00

## **ECHIUUM (Vipers Bugloss) 1 ft. annual**

Blue Bedder .....	.25	3.00
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## **ESCHSCHOLTZIA (California Poppy)**

### **ESCHSCHOLTZIA SPREADING VARIETIES, 1 ft. annual**

Aurantiaca (Orange King) rich orange, true Cali- fornia Poppy, A.M., R.H.S.....	.15	1.50
Carmine King, deep carmine.....	.25	2.50
Golden West (Californica) yellow with orange center. H.C., R.H.S. ....	.15	1.50
Mandarin, inside petals orange, outside scarlet.....	.25	2.50
Rosy Queen, rosy pink.....	.25	2.50
The Geisha, orange crimson, inside petals golden.....	.35	4.00
Vesuvius (Waller-Franklin) wallflower red.....	.25	3.00
White .....	.15	1.50
Brilliant Mixed, mixture of all above colors.....	.15	1.75
Mixed, white, yellow and orange.....	.15	1.50

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.



## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### ESCHSCHOLTZIA DOUBLE or SEMI-DOUBLE VARIETIES, 1 ft. annual

* Monarch Art Shades .....	\$0.50	\$6.00
Double Choice Mixed .....	.45	5.00

### ESCHSCHOLTZIA ERECT VARIETIES, 1 ft. annual

#### A WALLER-FRANKLIN FORMULA MIXTURE

New Hybrid Mixture—Made up from a Waller-Franklin Formula from separate varieties. It contains new and rare colors, soft pink, scarlet, chrome, copper red, claret red and royal purple predominating. This mixture is as gorgeous as a Persian rug.

Price per oz. \$0.45, per lb. \$5.00.

* Ballet Girl (Waller-Franklin) carmine, creamy white....	.45	5.00
* Dazzler, flame scarlet .....	.45	5.00
* Fireflame, orange scarlet.....	.45	5.00
* Fringed Yellow, buttercup yellow, fringed petals.....	.45	5.00
* Golden Rod, golden orange.....	.45	5.00
* Lovely (Waller-Franklin) rose pink suffused salmon.		
H.C., R.H.S. ....	.45	5.00
* Mauve Beauty (Waller-Franklin) pure mauve.....	.45	5.00
* Orange Flame (Waller-Franklin) orange scarlet.....	.45	5.00
* Purple Glow (Waller-Franklin) reddish purple.....	.45	5.00
Ramona Hybrids Mixed .....	.60	7.00
Scarlet Beauty (Waller-Franklin) deep scarlet.....	.45	5.00
* Tango (Waller-Franklin) bronzy red overlaid terra cotta	.45	5.00

### EUPHORBIA, 2 ft. annual

* Heterophylla (Annual Poinsettia) carmine.....	.45	5.00
Variegata (Snow-on-the Mountain) .....	.25	2.50

### EVERLASTINGS annual

* Choice Mixture of Strawflowers and Everlastings.....	.25	3.00
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### GAILLARDIA PICTA (Blanket Flower) 2 ft. annual

Single Indian Chief, red, A.M., R.H.S.....	.45	5.00
Single Mixed .....	.35	4.00
Lorenziana Double Choice Mixed.....		<i>Crop Failure</i>

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## **GAILLARDIA GRANDIFLORA (Blanket Flower) 3 ft. perennial**

Burgundy, dark scarlet .....	\$0.85	\$10.00
Portola Hybrida (Waller-Franklin) red, golden tipped..	.45	5.00
* Sanguinea, copper red .....	.45	5.00
Superba, Choice Mixed, best and largest varieties.....	.45	5.00
Choice Mixed .....	.35	4.00

## **GERBERA HYBRIDS (Transvaal Daisy) 2 ft. greenhouse plant**

Giant Hybrids Mixed .....	15.00	.....
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## **GEUM (Avens) The Rose of the Rockery, 2 ft. perennial**

Lady Stratheden, orange yellow.....	1.00	12.00
Mrs Bradshaw, scarlet .....	.85	10.00
Orange Queen, orange scarlet.....	1.65	20.00
Prince of Orange, true orange.....	2.10	25.00
Choice Mixed .....	.85	10.00

## **GILIA annual**

* Capitata (Queen Anne's Thimble) lavender blue, 3 ft.	.15	1.75
Capitata Reselected, rich sky blue, large blooms. A		
good cut flower, 3 ft.....	.25	2.50
* Tricolor Mixed, 1 ft.....	.15	1.75

## **GLAUCIUM: See Horned Poppy, Page 32.**

## **GODETIA TALL DOUBLE GRANDIFLORA—Gladiola-like flowers in long trusses; excellent for cutting, 2 ft. annual**

* Carmine, soft pink, carmine blotched.....	.45	5.00
* Cherry Red .....	.45	5.00
* Crimson .....	.45	5.00
* Mauve .....	.45	5.00
* Rich Pink .....	.45	5.00
* Rosy Morn, bright pink.....	.45	5.00
* White .....	.45	5.00
* Choice Mixed .....	.35	4.00

## **GODETIA DWARF (Satin Flower) 1 ft. annual**

Choice Mixed .....	.50	6.00
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## **GREVILLEA (Silk Oak) greenhouse plant**

* Robusta .....	.85	10.00
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### GYPSOPHILA ELEGANS (Chalk Plant) annual

#### COVENT GARDEN MARKET RESELECTED, 2 ft.

An improved giant pure white, unsurpassed as to size of bloom as well as form. A Florist Strain.

Price per oz. \$0.10, per lb. \$1.00.

Paris Market, large flowered, extra select, 2 ft.....	\$0.10	\$0.85
* London Market, large flowered, 2½ ft.....	.10	.85

### GYPSOPHILA PACIFICA perennial

* Pink, 4 ft. ....	1.25	15.00
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### GYPSOPHILA PANICULATA (Baby's Breath) 3 ft. perennial

Double Snow White.....	2.50	30.00
Single White .....	.20	2.00

### GYPSOPHILA REPENS 6 in. perennial

Rose, pale rose .....	1.25	15.00
White .....	.125	15.00

### HELIANTHUS: See Sunflower, Page 61.

### HELICHRYSUM MONSTROSUM, Flora Plena (Strawflower) 3 ft. annual

Canary Yellow (Waller-Franklin) (Buttercup).....	.50	6.00
Crimson .....	.50	6.00
Fireball .....	.50	6.00
Golden Globe .....	.50	6.00
Rose Queen (Waller-Franklin) rich deep rose.....	.50	6.00
Salmon .....	.50	6.00
Silvery Pink (Waller-Franklin) silvery cameo pink.....	.50	6.00
Violet .....	.50	6.00
White .....	.50	6.00
Waller-Franklin Formula Mixture, "Just a little bit better" .....	.50	6.00
Mixed, extra fine.....	.45	5.00

### HEUCHERA (Alum Root or Coral Bells) 1½ ft. perennial

Sanguinea Hybrids Mixed .....	12.00	.....
" Rosea .....	12.00	.....
" Spitfire, large rich scarlet.....	12.00	.....
" Splendens, vermilion .....	12.00	.....

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds		Price per oz.	Price per lb.
<b>HOLLYHOCK</b> , 6 to 7 ft. Botanical name <i>Althaea rosea</i> . perennial			
Enchantress, Black Gem, Fire King, Golden Drop and Virgin Queen are a revival of names used by Mr. Chater.			
Chater's Double Chamois .....		\$1.00	\$12.00
“ “ Deep Rose (Enchantress) .....		1.00	12.00
“ “ Maroon (Black Gem) .....		1.00	12.00
“ “ Newport Pink .....		1.00	12.00
“ “ Salmon Rose .....		1.00	12.00
“ “ Scarlet (Fire King) .....		1.00	12.00
“ “ Sulphur Yellow (Golden Drop) .....		1.00	12.00
“ “ White (Virgin Queen) .....		1.00	12.00
“ “ Waller-Franklin Formula Mixture, “ “ “Just a little bit better” .....		1.00	12.00
“ “ Superb Mixed .....		.85	10.00
Double Begonia Flowered Pastel Mixed .....		.85	10.00
Imperator, fringed flowers, pink to cerise salmon .....		.85	10.00
Souvenir de Madam Perrin Mixed, Semi-double .....		.85	10.00
Triumph Double Mixed. Flowers waved and fringed .....		.85	10.00
Double, Semi-double and Single Mixed .....		.35	4.00
Allegheny Mixed, semi-double, art shades .....		.35	4.00
<b>HOLLYHOCK SINGLE</b>			
Mixed .....		.25	3.00
<b>HOLLYHOCK ANNUAL</b>			
Indian Spring, S.M., A.A.S. '39 .....		.50	6.00
<b>HORNED POPPY</b> ( <i>Glaucium</i> ) 3 ft. annual			
Orange and Yellow .....		.25	3.00
<b>HUNNEMANNIA FUMARIAEFOLIA</b> (Mexican Tulip Poppy) 2 ft. annual			
Single Yellow .....		.45	5.00
Sunlite, yellow semi-double. A.M., A.A.S. '34 .....		.60	7.00
<b>IBERIS</b> : See Candytuft, Pages 16-17.			
<b>IPOMEA</b> annual climber			
Bona Nox, purple throat, shading to lavender .....		.15	1.50
Cornell, large flowers, carnelian red bordered white, free blooming, heavy growth, attractive bright green foliage .....		.65	8.00
Crimson Rambler (see <i>Convolvulus</i> , Page 22).			
Heavenly Blue Clarke's Strain, sky blue, shading golden yellow in throat, extremely early .....		.25	3.00
Heavenly Blue Improved, deep sky blue, light at center, early flowering .....		.25	3.00
Pearly Gates, lovely lustrous white. S.M., A.A.S. '42 .....		.50	6.00

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### IPOMEA—Continued

Scarlett O'Hara, G.M., A.A.S. '38.....	\$0.65	\$7.50
Imperialis Giant Fringed .....	.25	3.00
Quamoclit Scarlet (Cypress Vine) .....	.85	10.00
"    Mixed .....	.85	10.00
"    Sloteri (Cardinal Climber).....	1.40	17.00

### KOCHIA (Summer Cypress or Burning Bush) 3 ft. annual

Childsii, compact, symmetrical and uniform, especially adapted for an annual hedge. Ornamental feathery green foliage during the Summer months turning red in the Autumn.....	.10	1.00
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### LANTANA greenhouse annual

Hybrida Mixed, 2½ ft.....	.60	7.00
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### LARKSPUR (Larks-Heel) annual

#### LARKSPUR, Early Giant Hyacinth Flowered Improved, 3 ft.

Dark Blue .....	.85	10.00
Lilac .....	.85	10.00
Pink .....	.85	10.00
Purple .....	.85	10.00
White .....	.85	10.00
* Choice Mixed .....	.65	7.50

#### LARKSPUR GIANT IMPERIAL, 4 ft.

We are proud to have been the originators of this great group of Larkspurs. The first two varieties were Exquisite Pink Improved and Exquisite Rose, both of which received Awards of Merit from the Royal Horticultural Society.

These Larkspurs are ideal for cut flowers as the flower stems, three to four feet long, branch from the base of the plant.

Blue Bell, light blue.....	.45	5.00
Blue Spire (Waller-Franklin) deep Oxford blue.....	.45	5.00
Carmine King, carmine rose.....	.45	5.00
Dazzler, carmine .....	.45	5.00
Exquisite Pink Improved (Waller-Franklin) soft pink shaded salmon, A.M., R.H.S.....	.45	5.00
Exquisite Rose (Waller-Franklin) rose pink, A.M., R.H.S. ....	.45	5.00
* Gloria Improved .....	.45	5.00

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## LARKSPUR GIANT IMPERIAL, 4 ft.—Continued

Lilac King, rich lilac .....	\$0.45	\$5.00
* Lilac Spire (Waller-Franklin) lilac .....	.45	5.00
Los Angeles Improved, rose.....	.45	5.00
* Miss California, pink shaded salmon.....	.45	5.00
* Montrose (Waller-Franklin) clear rose pink.....	.45	5.00
Rosalind (Waller-Franklin) rose suffused salmon.....	.45	5.00
Sweet Lavender, lavender .....	.45	5.00
White King, fine white.....	.45	5.00
* White Spire (Waller-Franklin) dazzling pure white.....	.45	5.00
Waller-Franklin Formula Mixture, "Just a little bit better" .....	.45	5.00
Choice Mixed .....	.35	4.00

## LARKSPUR, Tall Branching Double Stock Flowered, 4 ft.

* Dark Blue .....	.35	4.00
* Empress Rose, pink .....	.35	4.00
* Exquisite Pink (Waller-Franklin) .....	.35	4.00
* La France, salmon pink .....	.35	4.00
* Lilac Improved, deep lilac.....	.35	4.00
* Los Angeles, salmon rose.....	.35	4.00
* Lustrous Carmine .....	.35	4.00
* Rosamond, deep rose self.....	.35	4.00
* Rose Queen, soft rose.....	.35	4.00
* Rosy Scarlet .....	.35	4.00
* Sky Blue .....	.35	4.00
* White .....	.35	4.00
* Waller-Franklin Formula Mixture, "Just a little bit better" .....	.35	4.00
Choice Mixed .....	.25	3.00

## LATHYRUS LATIFOLIUS (Everlasting Pea) perennial climber

Pink Beauty .....	.45	5.00
Red .....	.45	5.00
White Pearl .....	.45	5.00
Mixed .....	.35	4.00

## LAVATERA (Mallow) perennial

Assurgentiflora (California Windbreak) rose, 10 ft.	.20	2.00
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## LAVENDER perennial

Munstead Strain, dwarf, deep lavender, 1 ft.....	1.25	15.00
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
<b>LEPTOSYNE (Sea Dahlia) annual</b>		
* Maritima Grandiflora, yellow, 2 ft.....	\$0.65	\$7.50
* Stillmanii, golden yellow, 1½ ft.....	.65	7.50
<b>LILIUM (Regal Lily) 4 ft. perennial</b>		
Regale .....	.65	7.50
<b>LINARIA (Toad Flax or Wild Snapdragon) 1 ft. annual</b>		
Maroccana Hybrida Excelsior Mixed .....	.25	3.00
Fairy Bouquet Mixed, compact plants about eight to ten inches high, in many distinct colors.....	.60	7.00
<b>LINUM (Scarlet Flax) annual</b>		
* Grandiflorum Rubrum, 1½ ft.....	.20	2.00
<b>LINUM (Perennial Flax)</b>		
Flavum, golden yellow, fine rock plant, 1 ft.....	1.25	15.00
Flavum Nanum Compactum, dwarf, yellow, 6 in.....	4.20	50.00
Perenne, Sibiricum, blue, 2½ ft.....	.20	2.00

## LOBELIA ERINUS annual

### COMPACT VARIETIES

* Blue Stone, new improved strain, mid-blue.....	1.25	15.00
Cambridge Blue, light blue, green foliage.....	1.65	20.00
Crystal Palace, true, dark blue, dark foliage.....	1.25	15.00
Emperor William, gentian blue, green foliage.....	1.25	15.00
Mrs. Clibran, deep blue, white eye.....	1.25	15.00

### TRAILING

* Sapphire, sapphire blue, white eye.....	1.35	16.00
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## LUPINUS

### HARTWEGH GIANT KING, 3 ft. annual

Blue (Waller-Franklin) Oxford Blue.....	<i>Crop Failure</i>
Heliotrope (Waller-Franklin) rosy purple.....	<i>Crop Failure</i>
Sky Blue (Waller-Franklin) light blue.....	<i>Crop Failure</i>
White (Waller-Franklin) pure white.....	<i>Crop Failure</i>
Choice Mixed (Waller-Franklin) A.M., A.A.S. '33.....	<i>Crop Failure</i>

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## LUPINUS—Continued

### HARTWEGII, 2 ft. annual

* Albus .....	\$0.30	\$3.50
* Dark Blue, Oxford Blue, H.C., R.H.S.....	.30	3.50
* Roseus .....	.30	3.50
* Sky Blue, Cambridge Blue.....	.30	3.50
* Choice Mixed .....	.25	3.00

### SMALL SEEDED SORTS

* Yellow Fragrant, Freesia scented, 18 in.....	.30	3.50
Nanus Blue, 1 ft. (California Native).....	.20	2.00
* Small Seeded Annual Sorts Mixed.....	.20	2.00
Texas Blue Bonnet (Texas State Flower) 1 ft.....	.20	2.00

### LUPINUS PERENNIAL (Arboreus) 4 ft.

Lavender Tree .....	.30	3.50
Yellow Tree .....	.30	3.50

## MARIGOLD (Tagetes) annual

The botanical name of the African Marigold is *Tagetes Erecta*. The French Marigold is *Tagetes Patula*.

### MARIGOLD TALL AFRICAN DOUBLE FISTULOSA, 3 ft.

**ALL-DOUBLE**—An especially fine tall branching strain, bearing enormous flowers of the quilled type. One of the greatest improvements in the history of African Marigolds. No longer do we have to be content with a high percentage of singles. This strain is 100 per cent double, with huge perfectly formed quilled heads.

As originators, we claim to have the most perfect and best strains. Especially selected for florists.

**Lemon All-Double** (Waller-Franklin)

**Orange All-Double** (Waller-Franklin) **A.M., R.H.S., '33**

Each of above varieties: Price per oz. \$0.85, per lb. \$10.00.

**Mixed All-Double**, Price per oz. \$0.65, per lb. \$7.50.

* Lemon Queen .....	.50	6.00
* Lemon Queen Improved, Los Angeles Florist Strain..	.85	10.00
* Orange Prince .....	.50	6.00
* Prince of Orange Improved, Los Angeles Florist Strain	.85	10.00
Mixed .....	.35	4.00

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.



## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### MARIGOLD AFRICAN DOUBLE IMBRICATA

* Burpee Gold, orange (odorless foliage) 2 ft.....	\$0.45	\$5.00
* Burpee Gold Improved, bright orange (odorless foliage) 2½ ft.....	.50	6.00
Guinea Gold, golden orange, 2½ ft.....	.35	4.00
Yellow Supreme, creamy lemon yellow, 2½ ft.....	.35	4.00

### MARIGOLD GIGANTEA

* Full Double Orange .....	1.00	12.00
Orange Sunset, rich orange.....	.65	8.00
Sunset Giants. Huge flowers with a color range through orange-yellow and primrose.....	.50	6.00

### MARIGOLD COLLARETTE

Crown of Gold, bright golden orange (odorless foliage) G.M., A.A.S. '37.....	.45	5.00
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**MARIGOLD MISSION GIANTS**—A new personality in Marigolds of exceptional merit. The plants grow about 18 inches high and show much more than the ordinary amount of vigor. Under our field conditions the plants, which are base branching, produce from 8 to 12 stems of excellent cutting length. The blooms, which measure from 4 to 5 inches in diameter, are almost a perfect ball.

Mission Giant Goldsmith (Waller-Franklin) rich golden orange, B.M., A.A.S. '41.....	.65	8.00
Mission Giant Yellowstone (Waller-Franklin) clear golden yellow, H.M., A.A.S. '42.....	.65	8.00
Mission Giant Mixed (Waller-Franklin).....	.60	7.00

### MARIGOLD DIXIE SUNSHINE, 4 ft.

Early Sunrise, dazzling golden yellow.....	.65	7.50
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### MARIGOLD TALL FRENCH DOUBLE, 2½ ft.

Royal Scot, gold striped maroon.....	.35	4.00
Scotch Gold Striped, brown striped gold (Waller-Franklin Special Strain).....	.35	4.00
Choice Mixed .....	.25	3.00
Australian Giant (Grendon Tree) brownish yellow, 5 ft. ....	.35	4.00
Lieb's Winter Flowering, greenhouse variety.....	.45	5.00

\* **PLEASE NOTE** that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## MARIGOLD TALL FRENCH SINGLE

Ferdinand, harmony type bloom, 2 ft.....	\$0.35	\$4.00
Single Brown (Josephine) for Florists, 3 ft.....	.25	3.00

## MARIGOLD DWARF FRENCH ALL-DOUBLE EARLY FLOWERING

We take pleasure in offering five fine Improved French Marigolds. They are **early** flowering and **all-double**. By careful selection, they have been bred to throw no singles.

**Early Harmony All-Double.** Price per oz. \$0.25, per lb. \$3.00

**Early Orange Ball All-Double.**

Price per oz. \$0.45, per lb. \$5.00

**Early Primrose All-Double.** Price per oz. \$0.45, per lb. \$5.00

**Early Royal Scot All-Double. S.M., A.A.S. '37.**

Price per oz. \$0.45, per lb. \$5.00

**Early Waller-Franklin Formula Mixed All-Double.**

Price per oz. \$0.35, per lb. \$4.00

## MARIGOLD DWARF FRENCH DOUBLE, 1 ft.

Dark Brown .....	.25	2.50
Golden Ball, compact, large golden yellow.....	.25	2.50
Golden Ball Monarch Strain, Re-selected, extra large flowers, very dwarf and double.....	.35	4.00
Harmony, deep orange, with maroon-brown collar....	.25	2.50
Harmony Hybrids, mixture of Harmony type, crested flowers .....	.25	2.50
Lemon Ball .....	.25	2.50
Melody, brilliant orange. B.M., A.A.S. '42.....	.25	2.50
Pallida, dwarf compact, pale sulphur yellow.....	.25	2.50
Robert Beist, dark maroon .....	.25	2.50
Scarlet Glow, mahogany turning to orange scarlet. H.M., A.A.S. '41 .....	.45	5.00
Spotlight, rich yellow bordered mahogany red.....	.25	2.50
Spotted (Pulchra Nana) yellow, spotted brown.....	.25	2.50
Striped, extra select .....	.35	4.00
Monarch Strain Mixed .....	.30	3.50
Choice Double Mixed .....	.20	2.00

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
<b>MARIGOLD (French Double) MINIATURE</b>		
Butterball, soft butter yellow. B.M., A.A.S. '42.....	\$0.45	\$5.00
Spry, yellow crested center, guard petals mahogany- red. S.M., A.A.S. '41.....	.45	5.00
Yellow Pigmy, H.M., A.A.S. '40.....	.45	5.00
<b>MARIGOLD DWARF FRENCH SINGLE, 1 ft.</b>		
Fire Cross, Saffron orange with brown red center.....	.20	2.25
* Legion of Honour (Little Brownie).....	.20	2.25
* Choice Mixed .....	.20	2.00
<b>MARIGOLD TAGETES, 9 in. annual</b>		
* Signata Pumila, orange .....	.60	7.00
“ “ Gnome, deep orange .....	.60	7.00
<b>MARVEL OF PERU (Four O'Clocks) Mirabilis Jalapa. annual</b>		
Choice Mixed .....	.15	1.50
<b>MATRICARIA EXIMIA GRAND. Fl. Pl. perennial</b>		
Double White, select strain, 2 ft.....	1.25	15.00
Ball's Double White, extra select, 18 in.....	1.25	15.00
* Dwarf Double Golden Ball, 8 in.....	1.25	15.00
<b>MATRICARIA (Feverfew) perennial</b>		
Capensis Alba Plenissima, 2 ft.....	.45	5.00
<b>MATTHIOLA (Evening Scented Stock) 2 ft. annual</b>		
Bicornis, lilac flowers, exquisitely perfumed.....	.20	2.00

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.



*A view of a portion of our trial ground.*

## WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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### MIGNONETTE (Reseda Odorata) annual

The following are the five best Florist Machet Mignonettes. They have been grown and selected by us for many years and they have always given satisfaction. In order to bring them to the notice of more of our customers we have placed them in this box.

**Giant Flowering, Waller-Franklin Select Strain, 1½ ft.**

Price per oz. \$0.35, per lb. \$4.00.

**Goliath Red, Waller-Franklin Select Strain, 1 ft.**

Price per oz. \$0.35, per lb. \$4.00.

**New York Market, Waller-Franklin Select Strain, 1½ ft.**

Price per oz. \$0.45, per lb. \$5.00.

**Orange Queen, Waller-Franklin Select Strain, 1 ft.**

Price per oz. \$0.25, per lb. \$3.00.

**White, Waller-Franklin Select Strain.**

Price per oz. \$0.35, per lb. \$4.00.

* Reseda Odorata Grandiflora Improved, 1½ ft.....	\$0.15	\$1.50
* Allen's Defiance, 1½ ft.....	.15	1.75
* Machet Improved, 1½ ft.....	.25	2.50
"    Bismarck, extra large spikes, 1 ft.....	.35	4.00
*    "    Golden, 1 ft. ....	.35	4.00
"    Golden Goliath, giant golden yellow, 1 ft.....	.45	5.00
*    "    Red Monarch, deep red.....	.45	5.00
*    "    Special Mixture, 1 ft.....	.20	2.00

### MINA (Flag of Spain) annual climber

* Lobata, scarlet and orange, fine annual climber.....	1.25	15.00
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**MIRABILIS:** See Marvel of Peru, Page 39.

**MORNING GLORY:** See Ipomea, Pages 32-33.

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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### NASTURTIIUM (Indian Cress) annual

Botanical Name *Tropaeolum*

#### NASTURTIIUM SEMI-DOUBLE GLEAM

* Apricot, light apricot .....	\$1.25
* Fiesta, golden yellow blotched scarlet.....	1.25
* Fire Gleam, bright scarlet.....	1.25
Golden Gleam, golden yellow, G.M., A.A.S., '33	
A.M., R.H.S. '32 .....	1.25
* Harmony, primrose, dark leaves.....	1.25
Indian Chief, dark foliage, brilliant scarlet.....	1.25
Indian Summer, dark foliage, orange buff.....	1.25
* Mahogany, dark mahogany red.....	1.25
* Moonbeam, soft primrose .....	1.25
* Orange Gleam, golden orange .....	1.25
Primrose Gleam, lemon yellow.....	1.25
* Salmon Gleam (Golden Salmon).....	1.25
Scarlet Gleam, fiery scarlet, G.M., A.A.S. '35.....	1.25
* Sun Gleam, lemon yellow .....	1.25
* Supreme, salmon-cerise .....	1.25
Glorious Gleam Hybrids Mixed, well balanced mixture,	
A.M., A.A.S. '35 .....	1.25

#### NASTURTIIUM SEMI-DOUBLE DWARF, 1 ft.

Cherry Rose, shades of cherry rose.....	1.50
Firebrand, dark foliage, brilliant cerise scarlet.....	1.50
Golden Globe, golden yellow .....	1.50
* Mahogany Gem, deep mahogany.....	1.50
Ruby Gem .....	1.50
Scarlet Empress, very dark foliage, deep scarlet.....	1.50
Scarlet Globe, fiery scarlet.....	1.50
Gem Mixed, well balanced range of colors.....	1.50
Giant Mixed, dwarf compact.....	1.50

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
<b>NASTURTIIUM SINGLE DWARF, 1 ft.</b>		
* Amber White (Pearl or Moonlight).....		\$1.25
Dark Scarlet (Empress of India, Crimson).....		1.25
* Golden, Dark Leaved (Golden King).....		1.25
Golden, Golden Leaved (Golden Queen).....		1.25
* Purple Garnet (King Theodore, Regelianum).....		1.25
Ruby (Roseum Coeruleum, Ruby King).....		1.25
* Salmon (Salmon Queen, Aurora, Vesuvius).....		1.25
* Scarlet (King of Tom Thumb).....		1.25
* Yellow Spotted Garnet (Crystal Palace Gem).....		1.25
Yellow Spotted Red (Beauty, Prince Henry, Spotted King)		1.25
* Chameleon Mixed, rare colors.....		1.25
Ivy Leaved Mixed .....		1.25
* Queen of Tom Thumb Mixed, variegated leaves.....		1.25
* Spencer Choice Mixed, waved leaves.....		1.25
Waller-Franklin Formula Mixture of Dark Leaved Varieties		1.25
Choice Mixed .....		1.00
<b>NASTURTIIUM SINGLE TALL or CLIMBING</b>		
* Amber White (Pearl or Moonlight).....		1.25
* Crimson (Regelianum) .....		1.25
* Golden (Dunnet's Orange, Jupiter) .....		1.25
* Purple Garnet (King of the Blacks, King Theodore).....		1.25
* Ruby (Rudolph Virchow, Rose) .....		1.25
* Salmon (Salmon Queen, Vesuvius, Twilight).....		1.25
Scarlet (Brilliant, Schulzi) .....		1.25
* Yellow Spotted Garnet (Gold Garnet, Shillingi).....		1.25
* Yellow Spotted Red (Butterfly, Firefly).....		1.25
* Chameleon Mixed .....		1.25
* Madam Gunther's Hybrids Mixed.....		1.25
* Variegated Leaved Mixed .....		1.25
Waller-Franklin Formula Mixture of Dark Leaved Varieties		1.25
Choice Mixed .....		1.00
<b>NASTURTIIUM SINGLE LILLIPUT, 9 in.</b>		
* Hybrids Choice Mixed .....		1.00

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### NEMESIA Strumosa Grandiflora (Suttoni) 1 ft. annual

* Blue .....	\$2.15	\$26.00
* Carmine .....	2.15	26.00
* Cherry Red .....	2.15	26.00
* Orange .....	2.15	26.00
* Rose .....	2.15	26.00
* Scarlet .....	2.15	26.00
Choice Mixed .....	1.65	20.00

### NEMESIA NANA COMPACTA, 9 in. annual

* Aurora, crimson and white.....	2.50	30.00
* Blue Gem Improved .....	2.50	30.00
* Fire King, scarlet .....	2.50	30.00
* Orange Prince, rich orange .....	2.50	30.00
* White Queen .....	2.50	30.00
* Triumph Mixed .....	2.10	25.00
* Superbissima Grandiflora Mixed, dwarf, splendid colors .....	2.10	25.00

### NEMOPHILA, 6 in. annual

* Insignis Blue (Baby Blue Eyes)	* Insignis Alba	
* Atomaria	* Maculata	
* Discoidalis	* Choice Mixed	
Each of above.....	.20	2.00

### NICOTIANA (Tobacco) annual

Affinis, Sweet Scented White, 3 ft.....	<i>Crop</i>	<i>Failure</i>
“ “ “ Choice Mixed, 3 ft.....	<i>Crop</i>	<i>Failure</i>
“ “ “ Crimson Bedder, 15 in.....	.85	10.00
* Sanderae, Crimson King, dark crimson, 3 ft.....	.25	3.00
“ Hybrida Choice Mixed, 3 ft.....	.25	3.00
Miniature White (Suaveolens) 1½ ft., fragrant.....	5.00	.....

### NIEREMBERGIA

Coerulea (Hippomanica) .....	10.00	.....
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### OENOTHERA (Evening Primrose) annual

Lamarckiana, 4 ft. ....	.10	1.00
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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**PANSY (Heartsease)** Botanical name **Viola Tricolor**. 6 in. biennial-annual

## PANSY WALLER-FRANKLIN SPECIAL FORMULA MIXTURE OF SWISS GIANTS

This magnificent blend of choice colors far surpasses in quality and range of color any mixture of Swiss Giants we have ever seen. The plants are more compact than the usual Swiss Giants and most of the flowers are beautifully frilled. This Formula Mixture was the last contribution of the late Dr. Franklin to floriculture and we have taken no small amount of pride in perpetuating and improving this supreme Pansy mixture.

Price per oz. \$7.50, per lb. \$90.00.

Swiss Giant Alpenglow, cardinal shades.....	\$7.10	\$85.00
“ “ Berna, dark violet blue.....	7.10	85.00
“ “ Blue (Ullswater) .....	7.10	85.00
“ “ Coronation Gold, A.M., A.A.S. '38.....	7.10	85.00
“ “ Luna, sulphur yellow self.....	7.10	85.00
“ “ Rheingold, yellow with blotch.....	7.10	85.00
“ “ Swiss White, pure white.....	7.10	85.00
Super Swiss Giants, Superb Mixed.....	6.25	75.00
* Swiss Giants Fine Mixed .....	5.40	65.00
Dwarf Swiss Giants Choice Mixed.....	6.25	75.00
America, Special Florists' Strain Mixed.....	6.25	75.00
Engelmann Giant Mixed ( <i>Grown from Originator's Stock</i> )	7.10	85.00
Maple Leaved Giants Mixed.....	7.10	85.00

## BABY PANSY OR NANA COMPACTA

Baby Delight. An ideal Pansy for Spring planting. The plants are dwarf and compact and the blooms are a lovely light blue color. Waved petals. Very early bloomer, flowering from seed in 70 days....

4.20 50.00

\* Mrs. A. H. Scott. This baby Pansy is really lovely. It grows about 3½ to 4 in. tall. The color is similar to Lord Beaconsfield but brighter. This variety as well as Baby Delight is suitable for rockeries

4.20 50.00

**PANSY TALL WINTER FLOWERING (Florist Strain).... 6.00 .....**

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.



## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### PASSIFLORA (Passion Flower)

Edulis, blue and white.....	\$1.00	\$12.00
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### PENTSTEMON, Hybrid Gloxiniioides (Beard Tongue) perennial

Choice Mixed (Sensation) 2½ ft.....	1.65	20.00
* Grandiflora Choice Mixed, 2½ ft.....	1.35	16.00
Blue Gem, fine for rockeries, 1½ ft.....	1.35	16.00
* Miniature Hybrids, 2½ to 3 ft.....	1.65	20.00

### PETUNIA annual

#### PETUNIA HYBRIDA, 1½ ft.

Blue Bee (Waller-Franklin) the blue of Viola Jersey Gem	.75	9.00
General Dodds, velvety blood red.....	.75	9.00
* Hollywood Star (Waller-Franklin) S.M., A.A.S. '39.....	.85	10.00
Howard's Star, purple, white star.....	.75	9.00
Howard's Star Improved (Waller-Franklin) velvety purple, pure white star.....	<i>Crop</i>	<i>Failure</i>
Inimitable, blotched and striped.....	.75	9.00
Radiance (Waller-Franklin) cerise rose, S.M., A.A.S. '41	<i>Crop</i>	<i>Failure</i>
* Rose King, rich rose.....	.75	9.00
* Rose King Improved .....	1.25	15.00
Topaz Queen, extra dwarf, scarlet rose.....	1.65	20.00
Topaz Rose (Waller-Franklin) fiery rose, topaz throat.		
Special Mention A.A.S. '38.....	.85	10.00
Violacea, deep violet .....	<i>Crop</i>	<i>Failure</i>
White King .....	.75	9.00
De Luxe Bedding Mixture (Waller-Franklin)		
This mixture is outstanding. It is made up exclusively of the largest flowered varieties in the hybrid group .....	1.25	15.00
Waller-Franklin Formula Mixture		
This mixture contains every known color in Petunias in a wonderful blend which has taken years of experimenting to perfect.....	1.00	12.00
Choice Mixed, excellent mixture of rich bright colors	<i>Crop</i>	<i>Failure</i>

\* **PLEASE NOTE** that items preceded by an asterisk will not be available this season.

## WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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### PETUNIA RUFFLED NANA COMPACTA

#### MARTHA WASHINGTON (Waller-Franklin)

The color is remarkable. The frilled portion of the flower is a blush pink, the center portion is veined a wine red deepening in the throat, which is large, to dark violet. Its growth is nine inches high and it forms a ball effect, smothered with frilled blooms three inches in diameter. Its compact habit has never before been seen in Petunias. A.M., A.A.S. '35; H.C., R.H.S. '35..... *Crop Failure*

#### BETSY ROSS (Waller-Franklin)

\* The flower type and plant habit are the same as Martha Washington but smaller. The red and white blooms with golden and dark red throats are 2½ inches in diameter.

#### GENERAL WASHINGTON (Waller-Franklin)

\* The well ruffled blooms with large open throats are 3 or more inches in diameter. The bell part of the bloom is a rich velvety amaranth red with a glistening reddish black throat. This is really a fine all-purpose red Petunia. R.H.C.—Not in color chart. Nearest example Peony Purple 729.

Each of above: Price per ¼ oz. \$3.00, per oz. \$12.00

### PETUNIA RUFFLED GRANDIFLORA NANA COMPACTA MIXED

(Waller-Franklin)

In this distinctly new Petunia we offer for the first time both the dwarf compacta and the large flowered ruffled in one variety. The plant habit is typical Martha Washington. The blooms are extra large, well ruffled with good open throats and are more of the Dwarf Giants of California type in both form and size. They measure about 4 inches in diameter.

Price per ¼ oz. \$4.40, per oz. \$17.60.

### PETUNIA HYBRIDA NANA COMPACTA, 1 ft.

Admiral, rich violet blue with waved flowers.....	\$10.00	.....
* Alderman, deep violet .....	.85	\$10.00
Blue Bedder .....	1.00	12.00
Celestial Rose, deep rose compact.....	<i>Crop Failure</i>	
* Cockatoo, violet with white spots.....	2.10	25.00

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### PETUNIA HYBRIDA NANA COMPACTA—Continued

Cream Star, creamy white, S.M., A.A.S. '40.....	\$2.10	\$25.00
* Crimson .....	.85	10.00
* First Lady, blush pink. S.M., A.A.S. '41.....	5.00	.....
* Glow, dazzling carmine red.....	5.00	.....
Rose of Heaven, Select strain, rose pink, H.C., R.H.S. '35 .....	<i>Crop</i>	<i>Failure</i>
Rosy Morn, pink, white throat. A selected very dwarf strain .....	<i>Crop</i>	<i>Failure</i>
Salmon Supreme, salmon pink, nice new color.....	7.50	.....
Silver Blue (Heavenly Blue) light blue. Extra Select	2.10	25.00
Snowball, pure white flowers, very compact.....	1.65	20.00
* Snow Queen, white, compact.....	1.00	12.00
Twinkles, brilliant rose, starred white.....	<i>Crop</i>	<i>Failure</i>
Violacea, deep violet, compact and dwarf. A.M., R.H.S. '35 .....	<i>Crop</i>	<i>Failure</i>
Violet Blue, rich violet blue.....	<i>Crop</i>	<i>Failure</i>
Waller-Franklin Formula Mixture. This is an extra dwarf strain containing only the dwarfer grow- ing varieties in the Nana Compacta group. The color blend is excellent.....	<i>Crop</i>	<i>Failure</i>
Choice Mixed .....	<i>Crop</i>	<i>Failure</i>

### PETUNIA GRANDIFLORA NANA COMPACTA

King Henry, rich velvety red.....	10.00	.....
* Velvet Ball, velvety blood red, B.M., A.A.S. '39.....	10.00	.....

### PETUNIA MINIATURE, 6 in.

A new strain of Dwarf Compact Miniature Petunias.

* Brilliant Rose Gem (Waller-Franklin) rich deep rose.....	2.10	25.00
Rose Gem (Waller-Franklin) deep rose. S.M., A.A.S. '36	2.10	25.00
Violet Gem (Waller-Franklin) rich violet blue. H.M., A.A.S. '41 .....	2.10	25.00
White Gem (Waller-Franklin) pure white.....	2.10	25.00
* Miniature Mixed (Waller-Franklin) .....	1.65	20.00

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## PETUNIA BALCONY (Pendula) Suitable for any situation.

Black Prince, velvety red.....	\$3.50	\$40.00
Blue, velvety violet blue, extra select.....	<i>Crop</i>	<i>Failure</i>
Crimson, dark red .....	<i>Crop</i>	<i>Failure</i>
Rose, fiery rose, select strain.....	2.10	25.00
* Star of California (Waller-Franklin) violet crimson, white star .....	2.10	25.00
White, pure white. A.M., R.H.S. '35. One of the finest whites in Petunias .....	<i>Crop</i>	<i>Failure</i>
* Balcony Choice Mixed, includes all the above varieties	1.65	20.00

## PETUNIA GRANDIFLORA

PETUNIA LARGE FLOWERING SINGLE	Price 1/16 oz.	Price ¼ oz.	Price per oz. ←
* Admiration (Balcony Queen) velvety blue, white spotted .....	\$1.60	\$4.80	\$16.00
Blue Beauty, deep velvety blue.....	2.00	6.00	20.00
* Burgundy, burgundy red .....	1.60	4.80	16.00
Dwarf Pink Glory (Waller-Franklin Strain).....	2.00	6.00	20.00

### DWARF ELK'S PRIDE (Waller-Franklin Strain)

This strain is new. By comparison we consider it superior to all other strains. The type is real **dwarf**. The color is a richer violet-blue than usual and the plants produce larger blooms than found on any other Hybrida Grandiflora variety.

Price per 1/16 oz. \$2.00, per ¼ oz. \$6.00, per oz. \$20.00.

Elk's Pride, velvety violet.....	1.40	4.40	15.00
* Purple Prince .....	1.20	3.50	12.00
* Purple Robe, purple with fine silvery white picotee edge .....	2.00	6.00	20.00
Snowstorm Improved (Waller-Franklin Strain)....	2.00	6.00	20.00
* Steel Blue Veined .....	2.00	6.00	20.00
White Cloud, pure white, compact, 12 in.....	2.00	6.00	20.00
* Choice Mixed .....	1.20	3.50	12.00

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price 1/16 oz.	Price 1/4 oz.	Price per oz. ←
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### PETUNIA DWARF ERFURT or LARGE FLOWERING SINGLE DWARF FRINGED

Lace Veil (Waller-Franklin Strain) pure white.....	\$2.50	\$7.50	\$25.00
Setting Sun, brilliant rose.....	2.50	7.50	25.00

### PETUNIA LARGE FLOWERING SINGLE FRINGED

* Coerulea, sky blue .....	2.00	6.00	20.00
* Dainty Lady, pale yellow.....	2.00	6.00	20.00
* Marine, deep violet .....	2.00	6.00	20.00
* Pride of Portland, rose pink.....	2.00	6.00	20.00
* Rapture, brilliant rose-pink deepening in the center to bright carmine-rose, heavily veined deep carmine-rose .....	2.00	6.00	20.00
* Romany Lass, coppery crimson, dark throat..	2.00	6.00	20.00
Scarlet Beauty .....	2.00	6.00	20.00
Theodosia Improved (Waller-Franklin) rosy pink with golden center .....	2.00	6.00	20.00
* Triumph Pink Improved. Deep selection.....	2.00	6.00	20.00
* Violacea, velvety violet blue.....	2.00	6.00	20.00
* White Beauty .....	2.00	6.00	20.00
* Fringed Single Choice Mixed.....	1.80	5.40	18.00

### PETUNIA SUPER FLUFFY RUFFLES

A strain of Petunia so ruffled and frilled that the flowers have the appearance of being double. Far superior to the ordinary strain. The blooms average 3½ to 4 inches in diameter.

#### SALMON ROSE (Waller-Franklin)

Various shades of salmon rose ranging Fuchsine Pink, Rose Bengal.

Price per 1/16 oz. \$2.50, per 1/4 oz. \$8.00, per oz. \$30.00.

#### MIXED (Waller-Franklin)

A well balanced blend of Pink and White, Salmon, Salmon Pink, Deep Rose, Rose, Crimson and Light Blue.

Price per 1/16 oz. \$2.50, per 1/4 oz. \$7.50, per oz. \$25.00

### PETUNIA SINGLE FLUFFY RUFFLES

* Choice Mixed .....	1.80	5.40	18.00
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price 1/16 oz.	Price 1/4 oz.	Price per oz. ←
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## PETUNIA RUFFLED GIANTS With Large Veined Throats

* Camilla, pink, red veined, dark throat.....	\$2.50	\$8.00	\$30.00
Copper Red, dark throat.....	2.50	8.00	30.00
Copper Red Dwarf, extra fine.....	2.50	8.00	30.00
Copper Rose .....	2.50	8.00	30.00
Enchantress, bright tyrian-rose, white throat	2.50	8.00	30.00
* Floretta, steel blue, veined black, dwarf.....	2.50	8.00	30.00
* German Empress, bluish white, veined.			
A.M., R.H.S. '35 .....	2.50	8.00	30.00
Harlequin, copper red and white.....	2.50	8.00	30.00
Intus Aurea, rose and white, yellow throat....	2.50	8.00	30.00
Maculata, red and white.....	2.50	8.00	30.00
Marilyn, rich salmon .....	2.50	8.00	30.00
* Prince of Wurttemberg, dark crimson.....	2.50	8.00	30.00
Princess of Wurttemberg, pink, veined purple	2.50	8.00	30.00
Silver Rose, pink, flushed rosy amaranth.....	2.50	8.00	30.00
White, white with yellow throat.....	2.50	8.00	30.00
Ruffled Monsters Choice Mixed.....	2.00	6.00	20.00

## PETUNIA GIANTS OF CALIFORNIA. The largest Petunias.

Choice Mixed .....	1.40	4.40	15.00
Waller-Franklin Formula Mixture.....	2.50	7.50	25.00
Special Florist Strain, extra large blooms, pink and rose shades.....	2.50	8.00	30.00

## PETUNIA DWARF GIANTS OF CALIFORNIA

### Waller-Franklin Formula Mixed

After many years of intensive work this strain has been bred dwarfier until this is a dwarf giant that really is dwarf. This strain is only about half as tall as the original Dwarf Giants. In our breeding we have worked for three objectives: Earliness, Dwarfness and Compactness. All three objectives have been obtained. It is just the strain the florists want for pot work as it throws a bloom when it is only three or four inches high. The color range has also been greatly improved.

Price per 1/16 oz. \$2.50; 1/4 oz. \$8.00; per oz. \$30.00.

### CHOICE MIXED

Price per 1/16 oz. \$2.50; 1/4 oz. \$7.50; per oz. \$25.00.

### \* DARK SHADES MIXED

Same type as above. Some customers prefer a darker blend of colors.

Price per 1/16 oz. \$2.50; 1/4 oz. \$7.50; per oz. \$25.00.

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

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Flower  
Seeds

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Flower  
Seeds

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### PETUNIA DOUBLE GIANT RUFFLED AND FRINGED

The original stock of our double Petunias is the famous Shepherd strain of Ventura, Calif., which we have continued to improve since the Shepherd firm retired from business. This strain, so noted for its wonderful color range, now produces 95% double fringed flowers of immense size.

THESE ARE SUPERIOR STRAINS and the fact that they throw a very small percentage of singles is more than balanced by the gigantic size of the double ruffled and fringed blooms and the magnificence of the color range.

#### PETUNIA W.-F. SUPER STRAIN GIANT DOUBLE FRINGED MIXED

A Waller-Franklin Super Strain of Giant Double Ruffled and Fringed Mixed Petunias which can confidently be expected to produce 75% double flowers. Magnificent color range.

Price: 1/64 oz. \$2.75; 1/16 oz. \$10.00; 1/4 oz. \$35.00;  
per oz. \$125.00.

\* Giant Double Choice Mixed. A strain of Double Fringed Petunia producing a high percentage of extremely large full double flowers.

Price: 1/64 oz. \$2.25; 1/16 oz. \$8.00; 1/4 oz. \$27.50; per oz. \$100.00.

### PETUNIA DOUBLE GIANT RUFFLED AND FRINGED SEPARATE COLORS

Copper Red

Crimson (Waller-Franklin)

Heliotrope (Waller-Franklin)

Madonna, pure white

Rose Queen (Waller-Franklin) rose-pink

Rose Pink and White (Waller-Franklin)

Shepherd's Pride, salmon shrimp pink

Price each of the above seven varieties

1/64 oz. \$3.25; 1/16 oz. \$11.25; 1/4 oz. \$40.00; per oz. \$150.00.

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\* PLEASE NOTE that items preceded by an asterisk will not be available this season

## WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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### PHACELIA annual

Campanularia (California Blue Bell) gentian blue, 1 ft. ....	\$0.25	\$3.00
Tanacetifolia, light blue (Fiddle Neck) 2 ft.....	.15	1.50

### PHLOX DRUMMONDI GIGANTEA, 1 ft. annual

A strain of Phlox Drummondii with flowers an inch and a quarter to an inch and a half in diameter. The habit is erect and uniform, growing from 9 to 12 inches tall.

**Art Shades** (Waller-Franklin) A most wonderful range of color in soft art shades. Salmon with white eye, deep salmon with cream eye, appleblossom, soft rose with white eye, light blue with white eye, pale violet with white eye, light mauve with cream eye, rose with white eye and many other pleasing art shades. The soft colors make a beautiful color combination of art shades. A.M., A.A.S. '35.

Price per oz. \$1.65, per lb. \$20.00.

**Red Glory** (Waller-Franklin) The color is a brilliant red with a large creamy white eye which seems to intensify the red into an unbelievable sharpness. The white eye is of uniform size in all blooms. H.M., A.A.S. '42.

Price per oz. \$2.10, per lb. \$25.00.

**Rosy Morn** (Waller-Franklin) A bright color combination of deep rose pink with a white eye. Very much the same color that is found in Petunia Rosy Morn. B.M., A.A.S. '41.

Price per oz. \$2.10, per lb. \$25.00.

**Salmon Glory** (Waller-Franklin) A deep salmon with cream eye. S.M., A.A.S. '39.

Price per oz. \$2.10, per lb. \$25.00.

### PLATYCODON GRANDIFLORA (Tufted Hairbell) perennial

Blue, 2 ft. ....	.85	10.00
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.



## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### POPPY

#### POPPY ICELAND (Nudicaule) perennial

##### GIANT ICELAND POPPY

##### **Sandford's Giants Mixed Waller-Franklin Selected Strain.**

This is, we believe, the finest strain of mixed Iceland Poppies. Since they were introduced we have selected and re-selected them with great care. The color balance is excellent, the flowers immense and the stems the longest we have ever seen. 2½ to 3 ft.

Price per oz. \$1.35, per lb. \$16.00.

Amurense Yellow (Yellow Wonder) longest stemmed,

largest flowered yellow Iceland Poppy.....\$1.65 \$20.00

Coonara Pinks, rose tints (true strain) 1½ ft..... 1.35 16.00

El Monte, deep tangerine orange, 2 ft..... 1.00 12.00

Gartford Giant Mixed, 2½ to 3 ft..... 1.65 20.00

Red Cardinal, brilliant cardinal red, 18 in..... 1.65 20.00

The Emperor, large orange..... 1.65 20.00

\* Sunbeam Mixture, fine mixture, 2 ft..... 1.00 12.00

\* Choice Mixed, 2 ft..... .85 10.00

#### POPPY SHIRLEY DOUBLE, 2½ ft. annual

\* Dazzler All-Double (Waller-Franklin) orange scarlet..... .25 3.00

\* Salmon All-Double (Waller-Franklin) ..... .25 3.00

Sweet Briar All-Double (Waller-Franklin) deep rose pink .25 3.00

All-Double Mixed ..... .25 3.00

Begonia Flowered Choice Mixed..... .20 2.00

#### POPPY SHIRLEY SINGLE, 2½ ft. annual

American Legion (Waller-Franklin) brilliant orange

scarlet, H.C., R.H.S. .... .20 2.00

\* Glaucum (Tulip Poppy) intense scarlet, 1½ ft..... .25 2.50

Wild Rose Pink ..... .25 2.50

Waller-Franklin Formula Mixture, "Just a little bit better" ..... .25 2.50

\* Choice Mixed ..... .20 2.00

#### PRIMULA MALACOIDES (Baby Primrose) 1 ft. perennial

\* Light Lilac ..... 7.50 .....

#### PORTULACA GRANDIFLORA (Moss Rose) (Sun Plant) 4 in. annual

Double Extra Select Mixed..... 2.10 25.00

\* **PLEASE NOTE** that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
<b>PYRETHRUM (Chrysanthemum) perennial</b>		
* Aureum (Golden Feather) 1 ft.....	\$0.45	\$5.00
* Uliginosum (Giant Daisy) white, 4 ft.....	2.50	30.00
<b>RICINUS (Castor Oil Plant) annual</b>		
* Sanguineus, red stalks, 7 ft.....	.15	1.50
* Zanzibariensis Mixed, 12 ft.....	.10	1.00
Mixed, all sorts .....	.10	.80
<b>ROCK GARDEN ANNUALS</b>		
Choice Mixed, splendid blend of 25 varieties suitable for rock gardens, 6 in.....	.25	3.00
<b>ROCK GARDEN PERENNIALS</b>		
Choice Mixed, wonderful mixture of over 50 rare and choice rock garden perennials, maximum height 6 in. ....	1.25	15.00
<b>SALPIGLOSSIS EMPEROR (Painted Tongue) 3 ft. annual</b>		
Alba Lutea (White and Gold).....	.50	6.00
Brown and Gold .....	.50	6.00
Chamois .....	.50	6.00
Crimson .....	.50	6.00
Faust, black .....	.50	6.00
Light Blue and Gold Improved (Waller-Franklin).....	.50	6.00
Primrose .....	.50	6.00
Purple and Gold .....	.50	6.00

## ROSE CRIMSON AND GOLD

There are many rich and remarkable colors to be found in the Salpiglossis group but Rose Crimson and Gold has a sparkling richness far superior to any of the other varieties. The blooms are easily half again as large as the ordinary types. A variety of proven merit.

Price per oz. \$0.50, per lb. \$6.00.

Rose and Gold .....	.50	6.00
Scarlet and Gold .....	.50	6.00
Velvety Red .....	.50	6.00
Velvety Violet .....	.50	6.00
Violet and Gold .....	.50	6.00
Gloxiniaflora Choice Mixed, all veined varieties.....	.40	4.50
Emperor (Superbissima) Finest Mixed.....	.40	4.50

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### SALVIA (Flowering Sage) 3 ft. perennial

Azurea Grandiflora, blue .....	\$1.25	\$15.00
* Firebrand, extra early, very dwarf, scarlet.....	3.50	40.00
Farinacea, light blue .....	1.25	15.00
“ Blue Bedder, deep blue flowers.....	1.65	20.00
“ Royal Blue, deep royal purple. A.M.,		
R.H.S., H.M., A.A.S. ....	2.50	30.00

### SANVITALIA (Trailing Zinnia) 6 in. annual

* Procumbens Fl. Pl., yellow, select double.....	.65	7.50
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### SAPONARIA (Soap Wort) 2 ft. annual

Vaccaria Rose .....	.10	1.00
“ White .....	.10	1.00

### SCABIOSA ANNUAL VARIETIES (Pincushion Flower) 3 ft.

#### EIGHT WALLER-FRANKLIN SPECIAL STRAINS

Much better than the ordinary strains. Through years of careful selection we have produced varieties near perfect in purity and we have greatly increased the size of the blooms, as well as the length of the strong wiry stems.

The five varieties preceded by (†) were sent to the R.H.S. and all received awards of merit. The varieties not marked are of more recent introduction.

† Ageratum Blue

† Azure Fairy (Azure Blue).

† Loveliness, salmon rose shades.

Orchid Shades.

† Peach Blossom, peach blossom pink.

Rosette, deep rose suffused salmon.

Salmon Beauty, pure salmon.

† Shasta Improved, pure white enormous size.

Each above 8: Price per oz. \$0.35, per lb. \$4.00.

Blue Cockade, deep azure blue. Heads conical in shape	.25	3.00
Crimson .....	.25	3.00
Fire King, fiery scarlet.....	.25	3.00
Flesh Pink .....	.25	3.00
King of the Blacks, reddish black.....	.25	3.00
Red .....	.25	3.00
Rose .....	.25	3.00

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## SCABIOSA ANNUAL VARIETIES—Continued

Snowball, pure white .....	\$0.25	\$3.00
Sulphur Yellow .....	.25	3.00

### WALLER-FRANKLIN GIANT HYBRIDS MIXED

Giant size including new rare colors from our Experimental Grounds. An unrivaled mixture.

Price per oz. \$0.35, per lb. \$4.00.

Choice Mixed .....	.25	2.50
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## SCABIOSA IMPERIAL GIANT

Blue Moon, H.M., A.A.S. '39 .....	.45	5.00
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## SCABIOSA DWARF

Heavenly Blue, azure blue, B.M., A.A.S. '40 .....	.45	5.00
* Peace, pure white, H.M., A.A.S. '41 .....	.45	5.00

## SCABIOSA PERENNIAL VARIETIES

Caucasica House's Hybrids, colors range from dark blue to lavender, 2½ ft. ....	2.10	25.00
“ Lavender-Blue .....	1.25	15.00
“ Perfecta, fringed lavender .....	1.25	15.00
“ White .....	2.10	25.00
“ Choice Mixed .....	1.25	15.00
Columbaria Delicate Lavender, 2 ft. ....	1.25	15.00
“ Delicate Pink, orchid pink, 2 ft. ....	1.25	15.00

## SCHIZANTHUS, Grandiflorus Hybridus (Butterfly Flower) 1½ ft. annual

* Amber	* Pink	
* Carmine	* Purple	
* Mauve	* Rose	
Each of above 6 varieties.....	1.65	20.00
* Rose and Amber Shades Mixed.....	1.65	20.00

### WALLER-FRANKLIN FORMULA MIXTURE OF

Giant Flowering Hybrids, an extra select large flowered compact hothouse strain containing a perfect blend of many colors.

Price per oz. \$1.65, per lb. \$20.00.

Pansy Flowered Mixed, large pansy flowered blooms in a wide range of rich colors .....	2.10	25.00
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### SCHIZANTHUS, Wisetonensis, 1½ ft. annual

Excelsior Compactus Choice Mixed, semi-dwarf compact variety, 10 in. ....	\$2.10	\$25.00
* Choice Mixture .....	.45	5.00

### SHASTA DAISY: See Chrysanthemum Maximum, Page 21.

### SMILAX greenhouse climber

* Myrsiphyllum Asparagoides .....	.45	5.00
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### SOLANUM (Jerusalem Cherry) 15 in. greenhouse plant

Capsicastrum Nanum, small red fruit.....	<i>Crop</i>	<i>Failure</i>
Clevelandi, Cleveland Cherry, red .....	<i>Crop</i>	<i>Failure</i>
Hlavacek's Masterpiece, a compact type, red.....	.85	10.00

### STATICE (Sea Lavender-Sea Pink)

Bonduelli, golden yellow, 2½ ft. annual.....	.15	1.50
Caspia, lilac, perennial .....	1.00	12.00
Dumosa, silvery grey flowers, perennial.....	1.25	15.00
Latifolia, lavender, perennial .....	.85	10.00
Perezii, rich blue, perennial .....	.85	10.00
Puberula, 4 to 6 inches, dark violet blooms perennial....	1.65	20.00
Sinuata Deep Blue Kampf's Tall Improved, 3 ft., annual	.15	1.50
“ Lavender, 2½ ft.....	.15	1.50
“ Lavender Queen, 3 ft.....	.15	1.50
“ Market Grower's Blue, deep blue, 3 ft.....	.15	1.50
“ New Hybrids, new colors, 2½ ft.....	.15	1.50
“ Pastel Shades, 2½ ft.....	.15	1.50
“ Rosea Superba, 3 ft.....	.15	1.50
“ Snowwitch, tall pure white, 3 ft.....	.15	1.50
“ True Blue, extra deep, 2½ ft.....	.15	1.50
“ White, 2½ ft. ....	.15	1.50
“ Mixed, 2½ ft. ....	.15	1.25

* Superba, resembles Suworowii, spikes densely crowded into a pyramidal panicle, rose, 2 ft. annual	.65	7.50
* Suworowii (Russian Rat Tail) rose, spikes, 1½ ft. annual	.65	7.50

### STEVIA SERRATA, 2½ ft. annual

Pure White .....	1.25	15.00
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## STOCKS (Gilliflower)

“The World’s Best Double Stocks”

Botanical Name *Matthiola Annua* and *Incana*

We received nine “Awards of Merit” and six “Highly Commended” for our strains of Ten Week, Giant Imperial, Beauty of Nice and Perpetual Branching Stocks at the “Trial of Stocks” conducted by The Royal Horticultural Society of Great Britain, at Wisley, England, season 1932, making fifteen Awards and Highly Commended we have received altogether.

### STOCK DOUBLE LARGE FLOWERING DWARF TEN WEEK,

1 ft. annual

Ten Week Stocks are so named because they bloom in ten weeks after planting seed.

Aurora, cream tinted pink.....	\$0.85	\$10.00
Azure Blue .....	.85	10.00
Blood Red .....	.85	10.00
Brilliant Crimson (Triumph) H.C., R.H.S.....	.85	10.00
Brilliant Rose .....	.85	10.00
Canary Yellow .....	.85	10.00
Carmine .....	.85	10.00
Carmine Pink .....	.85	10.00
Crimson .....	.85	10.00
Dark Blue .....	.85	10.00
Deep Cream .....	.85	10.00
Deep Purple .....	.85	10.00
Deep Rose. H.C., R.H.S.....	.85	10.00
Flesh, A.M., R.H.S. ....	.85	10.00
Lavender, A.M., R.H.S. ....	.85	10.00
Light Blue .....	.85	10.00
Pansy Violet, H.C., R.H.S.....	.85	10.00
Peach Blossom .....	.85	10.00
Purple .....	.85	10.00
Rose .....	.85	10.00
White, A.M., R.H.S. ....	.85	10.00
Waller-Franklin Formula Mixture, “Just a little bit better.” A rich mixture with a high per- centage of doubles. Not grown but made from named varieties .....	.85	10.00
Choice Mixed, very double.....	.65	8.00
Fine Mixed .....	.45	5.00

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### STOCK SUPER GIANT IMPERIAL, 3 ft. annual

A new group of Giant Imperial Stock bred and selected for florists' use. Like the Giant Imperial group, the plants are base branching, each plant producing 12 to 15 huge flower spikes. The individual florets are large and double, measuring 2 inches or more in diameter. When in full bloom, each spike will have from 40 to 50 florets blooming at the same time. This type has become a florist favorite.

**Blush Pink** (Waller-Franklin)

**Chamois** (Waller-Franklin) **True chamois color.**

**Dark Blue** (Waller-Franklin)

**Fiery Red** (Waller-Franklin)

**Rose Charm** (Waller-Franklin) **A beautiful, rich deep rose.**

**Roselight** (Waller-Franklin) **rose-pink.**

Each of above: Price per oz. \$2.10, per lb. \$25.00

### STOCK DOUBLE EARLY GIANT IMPERIAL (Improved Bismarck)

An especially meritorious class; of branching habit. Very early blooming and producing a high percentage of doubles, 2½ ft. Suitable for greenhouse culture or growing out of doors.

Antique Copper (Waller-Franklin) Hellebore red.....	\$1.65	\$20.00
Blood Red .....	1.65	20.00
Blush (Apple Blossom) H.C., R.H.S.....	1.65	20.00
Buttercup (Waller-Franklin) .....	1.65	20.00
Canary Yellow (Golden Ball) .....	1.65	20.00
Chamois, ivory, tinted old rose. A.M., R.H.S.....	1.65	20.00
Chamois Rose, A.M., R.H.S.....	1.65	20.00
Crimson .....	1.65	20.00
Dark Blue .....	1.65	20.00
Elk's Pride (Waller-Franklin) royal purple.....	1.65	20.00
Fiery Blood Red .....	1.65	20.00
Flesh, A.M., R.H.S. ....	1.65	20.00
Golden Rose (Waller-Franklin) light golden rose.....	1.65	20.00
Lavender .....	1.65	20.00
Lilac .....	1.65	20.00
Old Rose (Waller-Franklin) .....	1.65	20.00
Rose, deep rose pink .....	1.65	20.00
Santa Maria, giant white .....	1.65	20.00
Shasta (Waller-Franklin) white .....	1.65	20.00
White .....	1.65	20.00
Waller-Franklin Formula Mixture, "Just a little bit better." A rich mixture with a high percentage of doubles. Not grown but made up from named varieties .....	1.25	15.00
Choice Mixed, very double.....	.85	10.00

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## STOCK DOUBLE MAMMOTH BEAUTY OF NICE, 2 ft. annual

American Beauty, deep rose pink.....	\$0.85	\$10.00
Apricot Beauty .....	.85	10.00
Aurora (Chamois) cream tinted pink.....	.85	10.00
Canary Yellow (Monte Carlo) .....	.85	10.00
Carmine Rose (Abundance) .....	.85	10.00
Crimson (Souv. de Monaco).....	.85	10.00
Deep Blue (Summer Night) .....	.85	10.00
Flesh Pink (Beauty of Nice).....	.85	10.00
Light Blue (Cote d'Azure).....	.85	10.00
Lloyd George, large blood red.....	.85	10.00
Old Rose (Belle de Naples) H.C., R.H.S.....	.85	10.00
Pale Violet (Parma Violet).....	.85	10.00
Rose Pink, finest bright pink.....	.85	10.00
Rose Queen .....	.85	10.00
Rosy Lilac (Queen Alexandra).....	.85	10.00
Salmon Rose (Salmon King) H.C., R.H.S.....	.85	10.00
White Shaded Pink (Almond Blossom).....	.85	10.00
White (Mont Blanc) .....	.85	10.00
Waller-Franklin Formula Mixture, "Just a little bit better." A rich bright mixture with a high percentage of doubles. Not grown but made from named varieties .....	.85	10.00
Choice Mixed, very double.....	.65	8.00

## STOCK DOUBLE PERPETUAL BRANCHING (Giant Perfection) 2 ft.

A fine group for florists. Early and free blooming. Produces a high percentage of doubles.

Blood Red (Brilliant) .....	.85	10.00
Canary Yellow (Creole) A.M., R.H.S.....	.85	10.00
Flesh .....	.85	10.00
Heatham Beauty, rose shaded terra cotta.....	.85	10.00
Pale Blue (May Queen).....	.85	10.00
" Blush (La France) .....	.85	10.00
Queen of the Belgians, pale violet.....	.85	10.00
Rose, rose pink, A.M., R.H.S.....	.85	10.00
Silvery Lilac (Empress Augusta Victoria) A.M., R.H.S. ....	.85	10.00
Snowdrift, pure white .....	.85	10.00
Violet (Sapphire) .....	.85	10.00
Violet Slate (President Wilson) .....	.85	10.00
Waller-Franklin Formula Mixture, "Just a little bit better." A rich mixture with a high percentage of doubles. Not grown but made from named varieties .....	.85	10.00
Choice Mixed, very double choice blend.....	.65	8.00



## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### STOCK DOUBLE GIANT EXCELSIOR (Improved Column Type)

3 ft. annual

Non-Branching. Each plant produces one large flowering spike.

* Ball's Blue, rich lilac shade.....	\$5.00	\$60.00
* Ball's Pink, rose pink.....	5.00	60.00
Ball's White, white, tinged pink but white under glass	5.00	60.00
* Chamois Pink Improved .....	5.00	60.00
Crimson .....	5.00	60.00
* Deep Rose (Waller-Franklin) brilliant rose.....	5.00	60.00
* Gardenia, glistening white .....	6.50	80.00
Illusion, scarlet red .....	5.00	60.00
Lilac Lavender .....	5.00	60.00
Malmaison Pink .....	5.00	60.00
Moonlight, yellow .....	5.00	60.00
Pink (Waller-Franklin) pure pink.....	5.00	60.00
* Rose Pink (Waller-Franklin) clear rose-pink.		
S.M., A.A.S. '37 .....	5.00	60.00
* Ruby .....	5.00	60.00
Silvery Lilac .....	5.00	60.00
* Yellow Wonder (Waller-Franklin)		
deep creamy yellow.....	6.50	80.00
Choice Mixed, a choice blend made from all varieties	4.20	50.00

### STOCK DOUBLE EMPEROR (Winter Flowering or Brompton)

2 ft. biennial

Crimson King, deep crimson .....	2.10	25.00
Empress Elizabeth, bright carmine.....	2.50	30.00
Violetta, dark violet .....	2.50	30.00
White Lady, very double, pure white.....	2.50	30.00
Brompton Harbinger Improved Mixed.....	2.50	30.00
Choice Mixed .....	1.65	20.00

### STOCK VIRGINIAN, Botanical name *Malcolmia Maritima*, 1 ft. annual

* Compact Mixed .....	.35	4.00
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### SUNFLOWER, Botanical name *Helianthus Annuus* annual

* Chrysanthemum Flowered, double, golden yellow,		
crested, 4 ft., blooms 9 inches.....	.15	1.50
Sun Gold, brilliant golden yellow, 4-5 ft.....	.20	2.00
Tall Red, single, 6 ft.....	.10	1.00

### SUNFLOWER MINIATURE SINGLE annual

* Excelsior Hybrids Mixed, art shades of red, purple,		
brown and lemon .....	.25	3.00

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Sweet Peas	Price per lb.
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## SWEET PEAS

Botanical name *Lathyrus Odoratus*

### EARLY FLOWERING SPENCER SWEET PEAS

Our Early Flowering Sweet Peas are especially grown for culture under glass. They are equally desirable for growing out of doors.

American Beauty, rich crimson rose.....	\$2.50
Amethyst (Waller-Franklin) royal purple.....	2.50
Annie Laurie (Waller-Franklin) rich rose-pink.....	2.50
Apollo, soft salmon cerise, long stemmed.....	2.50
* Attraction, bright salmon pink .....	2.50
* Aviator (Waller-Franklin) crimson scarlet .....	2.50
Ball Orange Improved, clear deep glowing orange.....	2.50
Ball Rose Improved .....	2.50
Ball White, white seeded.....	2.50
Blue Bird, violet blue.....	2.50
Blue Bonnet (Waller-Franklin) clear deep blue.....	2.50
Bridesmaid, silvery pink .....	2.50
Bright Light, flaming scarlet.....	2.50
Cascade, white, white seeded.....	2.50
Celestial (Waller-Franklin) cerise salmon rose.....	2.50
Chime, light salmon pink.....	2.50
Claret Cup (Waller-Franklin) pansy purple.....	2.50
Colonial Dame (Waller-Franklin) clear silvery pink.....	2.50
Columbia, salmon rose standard, white wings.....	2.50
Cream (Waller-Franklin) .....	2.50
Daphne, soft salmon pink.....	2.50
* Delicious (Waller-Franklin) crushed strawberry.....	2.50
Exposition Pink (Waller-Franklin) rich pink.....	2.50
Flamingo, orange salmon .....	2.50
Florist Blue (Waller-Franklin) best clear blue.....	2.50
Florist Rose (Waller-Franklin) pure rose-pink.....	2.50
Fragrance, mammoth lavender .....	2.50
* Giant Rose, rose pink.....	2.50
Glitters, cerise .....	2.50
Grenadier (Waller-Franklin) dazzling scarlet.....	2.50
Harmony, lavender .....	2.50
* Heather Bell, mauve lavender.....	2.50
* Helen Lewis (Waller-Franklin) orange salmon.....	2.50
* Hercules (Waller-Franklin) rosy pink.....	2.50
Hope, white, black seeded.....	2.50

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Sweet Peas	Price per lb.
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### EARLY FLOWERING SPENCER VARIETIES—Continued

* Illumination, salmon cerise .....	\$ 2.50
Jeanne Mamitsch, rose pink, long stems.....	2.50
Josie, long stemmed, rose-pink.....	2.50
Laddie Improved, rose .....	2.50
* Lady Gay (Waller-Franklin) soft shrimp pink.....	2.50
Lavanda (Waller-Franklin) lavender .....	2.50
* Lavender King, lavender .....	2.50
Majestic Rose (Waller-Franklin) rose pink, long stems.....	2.50
Mariner, clear marine blue.....	2.50
Mars, ox-blood crimson .....	2.50
Memory, giant lavender .....	2.50
Mrs. Calvin Coolidge, salmon pink.....	2.50
Mrs. Herbert Hoover, clear blue.....	2.50
Mrs. H. S. Reddick, salmon pink.....	2.50
Navy Blue (Waller-Franklin) dark blue.....	2.50
* New Blue (Waller-Franklin) deep blue.....	2.50
* Orange King (Waller-Franklin) glowing orange.....	2.50
* Oriental, deep cream .....	2.50
Othello (Waller-Franklin) maroon .....	2.50
Pride, cerise, long stemmed .....	2.50
* Radiance, rose .....	2.50
* Red Bird, crimson-red .....	2.50
* Red Chief, ox-blood crimson.....	2.50
Red Giant (Waller-Franklin) true crimson.....	2.50
* Rose Queen Improved, rose pink.....	2.50
Sequoia, golden cerise.....	2.50
Shirley Temple (Waller-Franklin) soft rose pink.....	2.50
Skippy (Waller-Franklin) light salmon pink.....	2.50
Snowstorm Improved, pure white, white seeded.....	2.50
Sunray, cerise, cream ground, long stemmed.....	2.50
Treasure Island, sparkling golden orange.....	2.50
Triumph, lilac mauve .....	2.50
Valencia (Waller-Franklin) sunproof orange, long stems.....	2.50
Vulcan, vivid scarlet .....	2.50
White Champion, white seeded.....	2.50
White Harmony, white, black seeded.....	2.50
White Rose, pure white, white seeded.....	2.50
* Zvolanek's Rose, giant rose pink (select strain).....	2.50
Waller-Franklin Formula Mixture, "Just a little bit better"	2.00
Choice Mixed .....	1.50

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Sweet Peas	Price per lb.
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## NEW AND STANDARD SPENCER VARIETIES

Ambition, lavender .....	\$1.25
* America, red flake, white ground.....	1.25
* Amethyst, amethyst blue .....	1.25
* Amy Johnson, old rose overlaid salmon cerise.....	1.25
* Aristocrat, clear pink .....	1.25
* Ascot, bright pink .....	1.25
* Austin Frederick Improved, giant lavender.....	1.25
Avalanche, glistening white, white seeded.....	1.25
Barbara, fine salmon .....	1.25
* Beatall, pink suffused salmon.....	1.25
* Black Diamond, rich chocolate maroon.....	1.25
* Blue Flame, deep blue .....	1.25
Bonnie Briar, large rose-pink.....	1.25
* Bridal Veil, pure white, black seeded.....	1.25
* Brilliant Rose, tyrian rose.....	1.25
Campfire, bright scarlet .....	1.25
Capri, light blue .....	1.25
* Cavalcade, carmine-rose, shaded gold.....	1.25
Charm, red cerise .....	1.25
* Charming, rosy cerise .....	1.25
Chieftain, satiny mauve .....	1.25
Chinese Blue (Waller-Franklin) rich deep blue.....	1.25
* Chloe, deep shell pink on cream ground (G.M. '35).....	1.25
* Cissie, cream pink pale .....	1.25
Colorado, bright orange .....	1.25
Commander Godsall, violet blue.....	1.25
* Constance Hinton, mammoth white, black seeded.....	1.25
Cream Gigantic, largest cream, black seeded.....	1.25
* Crimson King, deep crimson.....	1.25
* Daffodil, deep cream, black seeded.....	1.25
Damask Rose, deep rose.....	1.25
* Ecstasy, blush pink .....	1.25
* Elstree, pink, cream ground .....	1.25
* Fiery Cross, orange cerise.....	1.25
* Flagship, true clear deep blue.....	1.25
Flamingo, cerise scarlet .....	1.25
Fortune, rich dark blue .....	1.25
* George Shawyer, orange pink.....	1.25
Gigantic, large white, black seeded.....	1.25
Gleneagles, large lavender.....	1.25

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Sweet Peas	Price per lb.
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### NEW AND STANDARD SPENCER VARIETIES—Continued

* Gold Crest, orange tinted salmon.....	\$1.25
* Grand National, rich cream, black seeded.....	1.25
* Grand Slam, scarlet cerise.....	1.25
* Headlight, cerise scarlet .....	1.25
* Heavenly Blue (Waller-Franklin) delphinium blue.....	1.25
Hebe, bright pink .....	1.25
Hercules, rosy pink .....	1.25
Highlander, pure lavender (A.M. '35).....	1.25
His Majesty, salmon cerise .....	1.25
Huntsman, bright scarlet .....	1.25
* Ivory Picture, ivory cream.....	1.25
Jack Hobbs, flush scarlet pink on cream ground.....	1.25
Jumbo, deep cerise .....	1.25
* King Lavender, clear lavender, very robust.....	1.25
King White, white seeded.....	1.25
* Leviathan, rich maroon .....	1.25
* 2 L. O., sunproof scarlet.....	1.25
* Magnet, cream pink .....	1.25
Mary Pickford, cream pink suffused salmon.....	1.25
* Master Cream, large, black seeded cream.....	1.25
Matchless, cream, white seeded.....	1.25
* Mavis, sunproof, salmon orange.....	1.25
* Mayfair, shell pink .....	1.25
Miss California, salmon cream pink.....	1.25
* Mrs. A. Searles, rich pink merging into orient red.....	1.25
Mrs. Tom Jones, delphinium blue.....	1.25
Olympia, rich purple .....	1.25
* Patricia Unwin, salmon pink, cream ground.....	1.25
Peggy Ann (Waller-Franklin) salmon pink.....	1.25
* Picture, flesh pink suffused creamy apricot.....	1.25
* Pierrot, white with blue picotee edges.....	1.25
* Pink Frills, salmon pink.....	1.25
Pinkie, large rose pink.....	1.25
Pirate Gold (Waller-Franklin) golden orange.....	1.25
Powerscourt, lavender .....	1.25
* Prince of Orange, deep orange.....	1.25
* Purple Monarch .....	1.25
* Red Boy, rich crimson.....	1.25
Red Supreme, deep crimson.....	1.25
Reflection, clear blue.....	1.25

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Sweet Peas	Price per lb.
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## NEW AND STANDARD SPENCER VARIETIES—Continued

Rosie (Waller-Franklin) deep rose-pink.....	\$1.25
Royal Purple .....	1.25
* Royal Sovereign, orange.....	1.25
* Rubicund, crimson scarlet .....	1.25
Salmon Gigantic, giant salmon pink.....	1.25
Serenade (Waller-Franklin) clear medium salmon.....	1.25
Sextet Queen, white, black seeded.....	1.25
Smiles, salmon shrimp pink.....	1.25
Sunkist, cream picotee edged rose.....	1.25
* Sybil Henshaw, rich crimson.....	1.25
* Tangerine Improved, orange.....	1.25
The Admiral, navy blue.....	1.25
The Cardinal (Waller-Franklin) poppy scarlet.....	1.25
The Sultan, black velvety maroon.....	1.25
Warrior, maroon .....	1.25
Welcome, dazzling scarlet.....	1.25
What Joy, cream, white seeded.....	1.25
Yellow Tip, deep cream, black seeded.....	1.25
* Youth, large white, pink picotee.....	1.25

### SILVER GILT MEDAL MIXTURE (Waller-Franklin)

This mixture is grown from a special formula which has been built up and perfected during many years. It contains over 75 standard varieties, and in addition, all the best Novelties of the past year. The color blend is, we believe, as near perfection as it is possible to attain.

Price per lb. \$1.00.

Ruffled Mixed .....	1.00
Spencer Choice Mixed. This mixture contains 35 distinct varieties in a perfect blend of color.....	.75
* Spencer Fine Mixed .....	.50

\* \* \*

Color classification of late Spencer Sweet Peas  
will be found on pages 68-69.

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Sweet Peas	Price per lb.
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### RUFFLED SPENCER VARIETIES

Ruffled Beauty, lilac pink on amber.....	\$1.25
Ruffled Blue, mid-blue .....	1.25
Ruffled Bonnie Ruffles, salmon pink (A.M. '36).....	1.25
Ruffled Burpee Blue, dark blue (A.M. '36).....	1.25
Ruffled Carmine, bright carmine-rose.....	1.25
Ruffled Crimson, rich crimson.....	1.25
Ruffled Crinkles, cerise-pink, suffused coral.....	1.25
Ruffled Exquisite, salmon-cerise .....	1.25
Ruffled Fluffy Ruffles, cream pink.....	1.25
Ruffled Heyday, deep rose pink suffused amber.....	1.25
Ruffled Lady Ruffles, soft pink.....	1.25
Ruffled Pink, pink on cream.....	1.25
Ruffled Rose .....	1.25
Ruffled Sparkle, glowing cerise.....	1.25
Ruffled White, white seeded.....	1.25
Ruffled Mixed .....	1.00

### CUPID SPENCER VARIETIES, 6 in.

* Bambino Blue (Waller-Franklin) mid blue, early flowering.....	3.00
* Bambino White (Waller-Franklin) .....	3.00
* Little Nell (Waller-Franklin) pink and white, early flowering..	3.00
* Little Tim (Waller-Franklin) Cambridge Blue, early flowering	3.00
* Midshipmite (Waller-Franklin) white edged violet blue.....	3.00
* Peter Pan (Waller-Franklin) deep bright pink.....	3.00
* Rosebud (Waller-Franklin) apricot pink.....	3.00
Choice Mixed, above varieties in good balance of color.....	2.00

### GRANDIFLORA (Old Fashioned Sweet Scented Sweet Peas)

Eckford's Choice Mixed.....	.40
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### CUPID GRANDIFLORA, 6 in.

Choice Mixed, well balanced mixture of above varieties.....	1.00
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

## COLOR CLASSIFICATION

In view of the numerous Sweet Pea introductions, it seems necessary to set up a classification according to color.

Every year we make careful color comparisons of the older varieties and the latest introductions and are in an eminent position to judge their respective merits.

<b>BLUE</b>	<b>CERISE (Pale)</b>	<b>CREAM PINK (Light)</b>
Amethyst	Beatal	Chloe
Chinese Blue	Ruffled Crinkles	Cissie
Heavenly Blue		Elstree
Mrs. Tom Jones	<b>CERISE (Deep)</b>	Mary Pickford
Reflection	Charm	Ruffled Bonnie
Ruffled Blue	Fiery Cross	Ruffles
Ruffled Burpee Blue	Jumbo	Ruffled Fluffy
		Ruffles
<b>BLUE (Light)</b>	<b>CERISE (Salmon)</b>	
Capri	His Majesty	<b>CREAM PINK (Deep)</b>
Gleneagles	Mrs. A. Searles	Magnet
	Ruffled Exquisite	Miss California
<b>BLUE (Dark)</b>	Serenade	Patricia Unwin
Blue Flame		Picture
Commander Godsall	<b>CERISE (Scarlet)</b>	Pink Frills
Flagship	Campfire	Ruffled Pink
Fortune	Flamingo	
	Grand Slam	<b>CRIMSON</b>
<b>BLUE (Violet)</b>	Headlight	Crimson King
The Admiral	Welcome	Red Boy
		Red Supreme
<b>BLUSH (Lilac)</b>	<b>CREAM</b>	Rubicund
Ruffled Beauty	(Black Seeded)	Ruffled Crimson
	Cream Gigantic	Sybil Henshaw
<b>CARMINE</b>	Daffodil	
Brilliant Rose	Grand National	<b>FLUSHED (Cream)</b>
Cavalcade	Master Cream	Amy Johnson
Damask Rose	Yellow Tip	Jack Hobbs
Ruffled Carmine		
	<b>CREAM</b>	
<b>CERISE</b>	(White Seeded)	<b>LAVENDER (Rosy)</b>
Charming	Matchless	Ambition
Ruffled Sparkle	What Joy	Austin Frederick Imp.



# GROWERS OF "MERIT" FLOWER SEEDS

## COLOR CLASSIFICATION—Continued

LAVENDER (Lilac)	PINK	RUFFLED (Cont.)
Highlander	Aristocrat	Ruffled Fluffy Ruffles
King Lavender	Ascot	Ruffled Heyday
Powerscourt	Ecstasy	Ruffled Lady Ruffles
	Mayfair	Ruffled Pink
	Ruffled Lady Ruffles	Ruffled Rose
MAROON		Ruffled Sparkle
Black Diamond	PINK (Rose)	Ruffled White
Leviathan	Bonnie Briar	Ruffled Mixed
The Sultan	Hebe	
Warrior	Hercules	
MAUVE	Pinkie	SALMON
Chieftain	Rosie	Smiles
	PINK	
ORANGE	(Rose Amber Ground)	SALMON (Orange)
Colorado	Peggy Ann	Barbara
Royal Sovereign	Ruffled Heyday	
Tangerine Imp.		
	PINK (Salmon)	SCARLET
ORANGE (Deep)	Salmon Gigantic	The Cardinal
Pirate Gold		
Prince of Orange	PURPLE	
	Olympia	WHITE
ORANGE (Pink)	Purple Monarch	(White Seeded)
George Shawyer	Royal Purple	Avalanche
		King White
		Ruffled White
ORANGE (Scarlet)	ROSE	
Huntsman	Ruffled Rose	
2 L. O.		
	RUFFLED	WHITE
PICOTEE	Ruffled Beauty	(Black Seeded)
(Cream Ground)	Ruffled Blue	Bridal Veil
Pierrot	Ruffled Bonnie	Constance Hinton
Sunkist	Ruffles	Gigantic
	Ruffled Burpee Blue	Sextet Queen
	Ruffled Carmine	
PICOTEE	Ruffled Crimson	
(White Ground)	Ruffled Crinkles	FANCY (Striped)
Youth	Ruffled Exquisite	America

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## **SWEET WILLIAM, Botanical name *Dianthus Barbatus*. 2 ft. biennial**

Single Dark Crimson .....	\$0.85	\$10.00
“ Holborn Glory .....	.85	10.00
“ Newport Pink .....	.85	10.00
“ Purple Beauty .....	<i>Crop</i>	<i>Failure</i>
“ Scarlet Beauty .....	.85	10.00

### **SINGLE GIANT WHITE**

Enormous trusses which might well be mistaken for Perennial Phlox. The individual flowers are almost twice the size of the ordinary varieties.

Price per oz. \$0.85, per lb. \$10.00.

Single White .....	.85	10.00
“ Choice Mixed .....	.45	5.00
“ Dwarf Alpine Mixed, 4 in.....	2.10	25.00
Double Choice Mixed .....	.60	7.00

## **SWEET WILLIAM, 1 ft.**

Annual Single Mixed .....	.35	4.00
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## **TEXAS BLUE BONNET: See *Lupinus*, Page 36.**

## **THALICTRUM (Meadow Rue) DIPTEROCARPUM, 4 ft. perennial**

* Lilac Rose .....	2.10	25.00
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## **THUNBERGIA (Black Eyed Susan)**

Choice Mixed, fine climber, annual climber.....	.45	5.00
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## **TITHONIA SPECIOSA (The Golden Flower of the Incas) 5 ft. annual**

Avalon Earliest, flowers from orange topaz through tangerine .....	.85	10.00
Orange Scarlet, early flowering strain.....	.65	8.00

## **TRITOMA (Red-hot Poker) 3 ft. perennial**

Hybrida Mirabilis, blooms first year.....	.85	10.00
Early Hybrids Mixed .....	.85	10.00

## **VENIDIUM FASTUOSUM, 2½ ft. annual**

* Orange with dark center and maroon zone.....	1.65	20.00
Hybrids, a wide range of shades including buff, lemon, cream, light orange, white and butter- yellow .....	2.10	25.00

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### VERBENA (Vervain)

#### VERBENA HYBRIDA, 1 ft. annual

* Blue Shades .....	\$0.65	\$7.50
* Dark Blue .....	.65	7.50
* Defiance, bright scarlet .....	.65	7.50
* Ellen Willmott, pink, true strain.....	.85	10.00
* Golden Queen, yellow .....	.65	7.50
* Lucifer (Waller-Franklin) scarlet .....	.65	7.50
* Mayflower, pink .....	.65	7.50
* Pink and Rose Shades.....	.65	7.50
* Purple Mantle, purple.....	.65	7.50
Roseglow (Waller-Franklin) glowing deep rose shading to orange scarlet in the same bloom. The floret is without an eye.....	.65	7.50
* White .....	.65	7.50
* Auricula Eye Mixed .....	.65	7.50
* Choice Mixed .....	.50	6.00

#### VERBENA HYBRIDA DWARF COMPACT (Erect) 6 in.

This group is very neat and compact in habit. It is a continuous bloomer, particularly adapted for bedding, borders and small gardens.

* Blue Sentinel, violet blue, white eye, B.M., A.A.S. '39	1.65	20.00
* Carmine Ball (Waller-Franklin) carmine.....	1.65	20.00
* Chamois, pale chamois tinted buff.....	1.65	20.00
* Dark Blue .....	1.65	20.00
* Fireball (Waller-Franklin) erect, bright scarlet.....	1.65	20.00
* Red Sentinel (Waller-Franklin) intense bright red, with no eye .....	1.65	20.00
* Violet Bouquet (Waller-Franklin) deep violet. H.C., R.H.S. '35 .....	1.65	20.00
* White .....	1.65	20.00
* Compact Dwarf Choice Mixed.....	1.50	18.00

#### VERBENA ROYAL BOUQUET, upright habit, 1¼ ft. annual

* Large flowers in brilliant mixture.....	1.50	18.00
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## VERBENA HYBRIDA GRANDIFLORA (Giants) 1 ft. annual

A magnificent strain of Verbenas, of robust compact habit and free blooming. The trusses are immense, the individual florets measuring an inch in diameter. For up-to-date catalogs we strongly recommend the use of this group and the dropping of the smaller flowered Hybrid varieties.

Apple Blossom (Waller-Franklin) delicate cameo pink....	<i>Crop Failure</i>	
Beauty of Oxford Hybrid (Waller-Franklin) a beautiful giant hybrid, Rose-Pink raised from a cross be- tween Verbena Luminosa and Beauty of Oxford	<i>Crop Failure</i>	
Blue (Waller-Franklin) white eye.....	\$1.25	\$15.00
Brilliant (Waller-Franklin) deep flame rose, white eye..	1.25	15.00
Crimson Glow, crimson .....	1.25	15.00
Etna (Waller-Franklin) geranium red with creamy yel- low eye. A.M., R.H.S. '35.....	1.25	15.00
Floradale Beauty, bright rose shades.....	1.25	15.00
Giant Salmon Pink, A.M., R.H.S. '35.....	1.25	15.00
Lavender Glory (Waller-Franklin) large lavender with medium sized creamy white eye, variable, 75% true to color.....	1.25	15.00
Lucifer (Waller-Franklin) vivid scarlet.....	1.25	15.00
Luminosa (Waller-Franklin) luminous flame pink shad- ing to salmon .....	1.25	15.00
Rosea Stellata (Waller-Franklin) pink, white eye.....	1.25	15.00
Royale (Waller-Franklin) royal blue, creamy yellow eye, H.C., R.H.S. '35 .....	1.25	15.00

### SPECTRUM RED (Waller-Franklin)

As its name implies, this Verbena is an intense bright red, brighter than any other Verbena yet introduced. According to Ridgway, it is classified between Spectrum Red and Scarlet Red. Having no eye, the color is intensified, and its brilliance is quite dazzling. It is brighter and larger than Lucifer and is comparable only to Etna, but without Etna's yellow eye. Individual florets are one and one-fourth inches in diameter. We recommend this as the brightest Verbena in existence. Received special mention in the 1934 All-American Selections. A.M., R.H.S. '35.

Price per oz. \$1.25, per lb. \$15.00.

* Violacea Stellata, deep violet, white eye.....	1.25	15.00
White (Waller-Franklin) .....	1.25	15.00
Grandiflora Choice Mixed (Gigantea).....	1.00	12.00

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### VERBENA perennial

#### BIPINNATIFIDA

This is an entirely new form of hardy Verbena with fern-like foliage 18 inches high, covered with lavender-blue blooms produced in clusters. Plants that cover about 2 feet hold their fine appearance throughout the full blooming period of from June to November.

Bipinnatifida is classified as a perennial that will bloom the first year from seed. Considered by all who have seen it as being extremely worthwhile.

Price per oz. \$1.25, per lb. \$15.00.

Erinoides (Moss Verbena) purple, 1 ft.....	\$0.60	\$7.00
"        "        "        white, 1 ft.....	.60	7.00
Venosa, purplish heliotrope, 1 ft.....	.60	7.00
"        Lilacina, delicate lilac blue, 1 ft.....	.60	7.00



*Field Scene.*

# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## VIOLA (Tufted Pansies) 6 in. biennial-annual

Arkwright Ruby, ruby crimson shading to terra cotta	\$5.00	\$60.00
* Bizarre, a most extraordinary coloring, the two upper Petals being pure violet-purple and the lower three clear apricot .....	5.00	60.00
* Blue Beauty, bright blue.....	4.20	50.00
* Blue Butterfly, mid-blue shading to white upper petals	2.50	30.00
Blue Perfection, medium clear blue.....	2.50	30.00
Chantreyland, best pure apricot, very true.....	4.20	50.00
Lutea Splendens, sulphur yellow.....	2.50	30.00
Papilio Deep Violet .....	2.50	30.00
" Light Blue, blue and white.....	2.50	30.00
White Perfection, pure white.....	2.50	30.00
Yellow Gem, golden yellow.....	2.50	30.00

### WALLER-FRANKLIN FORMULA MIXTURE (New)

This blend of bright gay colors far surpasses any mixture of  
Violas we have ever seen. The bright shades of self colors of  
red, yellow, blue and apricot combined with many shades  
which are blotched, undoubtedly make these Violas a su-  
preme mixture.

Price per oz. \$2.50, per lb. \$30.00.

* Choice Mixed, small flowered, quaint faces.....	2.10	25.00
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**VIRGINIAN STOCK:** See Stock Virginian, Page 61.

## WALLFLOWER

Botanical Name Cheiranthus Cheiri

### WALLFLOWER ANNUAL DOUBLE EARLY WONDER, 2 ft.

Choice Mixed .....	.85	10.00
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### WALLFLOWER ANNUAL SINGLE (Gilliflower) 1 ft.

Choice Mixed .....	.20	2.00
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### WILD CUCUMBER annual climber

Echinocystis Lobata .....	.10	1.00
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\* PLEASE NOTE that items preceded by an asterisk will not be available this season.

## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### XERANTHEMUM ANNUM SUPERBISSIMUM

Double Pompom Flowered, 2 ft. annual

Choice Mixed .....	\$0.35	\$4.00
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### ZINNIA (Youth and Old Age) annual

#### ZINNIA GIANT DOUBLE DAHLIA FLOWERED, 3 ft.

Canary Bird, primrose yellow.....	.45	5.00
Crimson Monarch, deep crimson.....	.45	5.00
Dream, lavender turning to purple.....	.45	5.00
Exquisite, light rose with deep rose center.....	.45	5.00
Golden State, yellow orange, turning to orange.....	.45	5.00
Illumination, deep rose self.....	.45	5.00
Oriole, orange and gold.....	.45	5.00
Polar Bear, white .....	.45	5.00
Purple Prince, deep purple.....	.45	5.00
Royal Purple, deep rich reddish purple.		
H.M., A.A.S. '42.....	.45	5.00
Scarlet Flame, bright scarlet.....	.45	5.00
Waller-Franklin Formula Mixture, "Just a little bit better" .....	.45	5.00
Choice Mixed, all colors.....	.40	4.50

#### ZINNIA GIANT DOUBLE MAMMOTH or CALIFORNIA GIANT, 3 ft.

Daffodil (Waller-Franklin) canary yellow.....	.45	5.00
Enchantress, light rose with deep rose center.....	.45	5.00
Grenadier, dark red .....	.45	5.00
Miss Willmott, soft pink.....	.45	5.00
Orange King, burnt orange.....	.45	5.00
Orange Queen, golden yellow.....	.45	5.00
Purity, white .....	.45	5.00
Rose Queen, bright rose.....	.45	5.00
Salmon Queen .....	.45	5.00
Scarlet Gem, glowing scarlet.....	.45	5.00
Violet Queen .....	.45	5.00
Waller-Franklin Formula Mixture, "Just a little bit better" .....	.45	5.00
Choice Mixed .....	.40	4.50

#### ZINNIA SUPER CROWN O'GOLD

Pastel Tints, large flowered mixture of pastel shades	.45	5.00
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# WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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## ZINNIA DAVID BURPEE

- \* Mixed Colors, a new kind of Giant Zinnia. New shapes, new colors, mostly soft pastel shades.....\$0.50    \$6.00

## ZINNIA GIANT DOUBLE, 2½ ft.

- \* Choice Mixed, all colors..... .35    4.00

## ZINNIA FANTASY FINEST MIXED, 3 ft.

- \* Rounded medium sized flowers, composed of a mass of shaggy ray-like petals..... .40    4.50

## ZINNIA GAILLARDIA FLOWERED (Navajo). Flowers resemble Gaillardia Double Picta.

- \* Choice Mixed, Rec. A.A.S. '38..... .45    5.00

## ZINNIA SCABIOSA FLOWERED, 2½ ft.

- \* Howard's Giant Crested Mixed, 2½ to 3 ft..... .85    10.00

**ZINNIA ELEGANS DOUBLE CUT AND COME AGAIN**—A group with double, perfectly formed, medium sized flowers bred with long stems; exceptionally fine for cut flowers. This is a "Cut and Come Again" group and is especially fine for massing in the garden and produces a continuous succession of cut flowers throughout the Summer. 2½ to 3 ft.

- \* Bright Scarlet, Highly Commended, R.H.S..... .35    4.00
- \* Canary Yellow, Highly Commended, R.H.S..... .35    4.00
- \* Crimson, Highly Commended, R.H.S..... .35    4.00
- \* Flesh ..... .35    4.00
- \* Golden Yellow ..... .35    4.00
- \* Pinkie (Waller-Franklin) rose pink ..... .35    4.00
- \* Salmon Rose ..... .35    4.00
- \* White ..... .35    4.00
- \* Waller-Franklin Formula Mixture, "Just a little bit better" ..... .35    4.00
- \* Choice Mixed ..... .30    3.50

\* PLEASE NOTE that items preceded by an asterisk will not be available this season.



## GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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### ZINNIA ELEGANS DOUBLE LILLIPUT, 1 to 1½ ft.

Black Ruby, rich blackish maroon, B.M., A.A.S. '41	\$0.40	\$4.50
Canary Yellow .....	.40	4.50
Crimson Gem .....	.40	4.50
Flesh .....	.40	4.50
Golden Orange .....	.40	4.50
Purple .....	.40	4.50
Rosebud, rose pink .....	.40	4.50
Salmon Rose .....	.40	4.50
Scarlet .....	.40	4.50
Valencia, burnt orange .....	.40	4.50
White .....	.40	4.50
Waller-Franklin Formula Mixture, "Just a little bit better" .....	.40	4.50
Choice Mixed .....	.35	4.00

### ZINNIA DOUBLE GRACILLIMA

Red Riding Hood (Coccinea) 1 ft.....	.40	4.50
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### ZINNIA TRAILING SANVITALIA: See Page 55.

### ZINNIA MEXICANA (HAAGEANA) HYBRIDA, 1 ft.

Excellent for rock gardens.

Double, small flowers mixed.....	.45	5.00
Single Choice Mixed, great variety of colors.....	.45	5.00
Brilliant Single and Double Mixed .....	.45	5.00

### WALLER-FRANKLIN WILD GARDEN MIXTURE

A well balanced mixture of hardy annuals, 2 ft.....	.15	1.50
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### WALLER-FRANKLIN CUT FLOWER GARDEN MIXTURE

A mixture of hardy annuals blended to give a succe-  
sion of flowers from early summer until fall,

2 to 3 ft. ....	.15	1.50
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